

THE DETECTIVES

Logo, letterhead, compliments slip & business card design exercise

This task is based on a detective agency situated at:

Chan House
Holmes Square
Marlowe MA1 1BR
Telephone: 0123 456 7890
Fax: 0123 456 7891



The manager is Mr Huw Dunnett.

You are the assistant manager of this agency.

- Your manager has decided that the agency name needs to be changed. You should decide on a new one. Using the name, produce a suitable logo to be used on all of the agency's paperwork. The logo should be a graphic of your own design. Your final design should be no bigger than 5 cm by 4 cm.
- Print a copy of this logo.
- Create an A4 letterhead for your agency that includes the new logo. Be sure to include the agency's name, address, telephone number, fax number, email address and any other details you think important.
- Print out a copy.
- The agency also uses compliments slips and business cards. Use your new logo to design a suitable compliments slip and business card.
- Print out a copy of each.
- Write an evaluation report of how you have tackled these tasks. What were the criteria for the logo design; e.g. colours, font style. State why you chose a particular piece of software and whether this was best for the task. Explain what you think you did well. Explain what could have been done differently and how. Were there any moral/ethical issues involved (e.g. not copying another company's logo/ideas)?