

COMPANY LOGOS

Most businesses have their own logo that makes them instantly recognisable.

Here are a few well known ones:-



These logos are then used on all their stationery and advertising.

1. For homework, find examples of 5 well known company logos and write a short paragraph (3 or 4 sentences) on each one describing what you find so effective about them. Note how many colours are used and how many words are used. (To get good marks for this question you need to consider the reasons for them deciding on that logo.)
2. Your brief is to design a simple logo for a fictitious company that you are about to launch. You might check out the Yellow Pages for ideas for the type of company you wish to create. Your logo should be approximately 5 cm x 4 cm.
3. Using a suitable desktop publishing program, create a simple compliments slip using your own logo.

To help you find inspiration, you will find examples of professional logos on this website

<http://www.thelogowizard.com/newcontent/samples1.htm>