



Logos



Copyright ©2008 J.D. Griggs – Teaching Treasures Publications

Logos are used everyday all over the world and are used to identify or represent companies or businesses. Logo designs are unique and come in many different colours and styles.

Some of the topics below are good to remember when designing a logo for other businesses or even for yourself.

1. Take note of what the company or business is called.
2. What are the products they sell?
3. Are there certain colours?
4. What kind of customers do they have?
5. The logo should be recognisable when it is small.
6. The logo should represent the business.
7. Do not copy other existing logos, 'unique' is the key to designing a good logo.



Task:

Design a logo for one of these businesses

1. Paint shop
2. Plumber
3. Builder
4. Florist shop
5. Clothes shop

Write down where logos are seen? _____ _____ _____ _____ _____

Design your logo here and write down your ideas and how you designed it.

