

# logo DESIGN

## STEP 1

While watching the video, "The Art of Logo Design," write down 3 important things the designers say about logos. (3 points)

- 1.
- 2.
- 3.

What are the 5 principles of good logo design? (2 points)

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## STEP 2

What logos are out there? Using one or more of the websites provided below, find 10 logos that catch your eye and place/resize them on a single Word document. Put your name on it, print, and turn in with this worksheet. Remember to save it to your desktop folder. (10 points)

[www.creattica.com/logos/latest-designs](http://www.creattica.com/logos/latest-designs)  
[www.logopond.com](http://www.logopond.com)  
[www.logofaves.com](http://www.logofaves.com)  
[www.logogallery.net](http://www.logogallery.net)  
[www.logospire.com](http://www.logospire.com)  
[www.logogalleria.com](http://www.logogalleria.com)

## STEP 3

Decide on the type of logo you would like to create yourself. Do more research if needed. Answer the following questions (5 points):

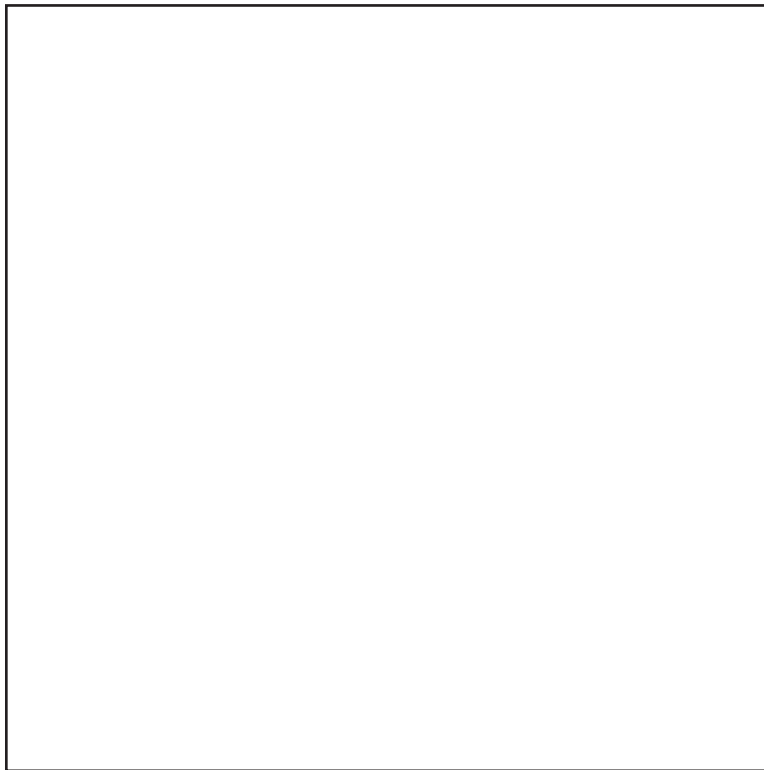
1. What type of product or service will your logo be for?
2. Who is the audience? Who's eye do you want to catch with your logo?
3. Do you have any colors in mind for you logo? If so, why?
4. Do you have any images or icons in mind that you want to incorporate in your logo?

## **STEP 4**

Using the ideas you found and answers to the questions on the previous page, create at least 10 thumbnail sketches on the worksheet provided of possible logo designs you would like to create. Remember to use the principles of good logo design!! (10 points)

## **STEP 5**

Choose your best thumbnail sketch and re-draw it on a bigger scale below. (5 points)



name: \_\_\_\_\_ class: \_\_\_\_\_

# thumbnail SKETCHES

