Name _____ Date _____

Design your logo and brand



For the student: a brand is how people recognize your business: its name, colors, words and logo. Make it your own. Do not copy another company's logo. Color the pictures when you finish.

Business name _____

Slogan (a short line that says what you do) _____

My three brand colors

○ _____ ○ _____ ○ _____

How should my brand feel? Circle two.

fun calm bold friendly fancy fast

Logo sketches

Sketch 1

Sketch 2

Sketch 3

Name _____ Date _____

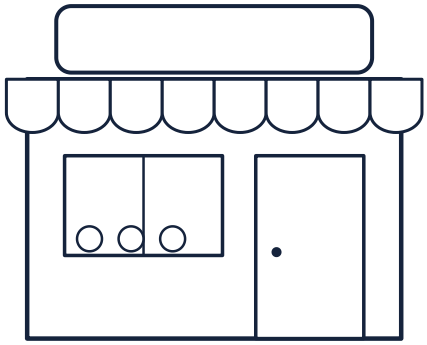
Put your brand to work

My final logo

Draw your logo on the shirt, the cup and the shop sign.







Why I chose this design