

Designing Logos

Part 1: Branding Basics

- What is branding?
- Why is branding so important for businesses?
- Describe how Apple has changed their brand image over the years.

Part 2: The Basics of Logo Design

Brainstorm: List a few tips that you think a person should follow when determining a logo for their business?

In the table below, take notes on the 5 Principles of Logo Design.

Principles of Logo Design	Explanation or Example
1)	
2)	
3)	
4)	
5)	

Part 2: Your Business Logo

You need to come up with a great LOGO for YOUR business. When designing your logo, make sure to ask yourself the following important questions.

Does my logo...

1. reflect our desired brand image?
2. follow the 5 principles of logo design?

Logo Resources:

- You may use any online resources to create your logo. If you search “logo design” in Google, a long list of free logo design tools will be at your disposal. In addition, there are a few apps in the Chrome web store that help with logo design: YouiDraw Logo Creator or Text Logo Maker (only uses text in the design).