

# My Business Logo

## WORKSHEET

A logo is identified as a unique symbol or design that represents a company. In this activity, you will design and develop a logo for your own potential future business. Your logo should include business name and simple design graphics.

### WHAT YOU'LL NEED:

- Plain sheet of white paper (or use the space provided on the next page).
- Staedtler colour pens or pencils

### STEPS

#### Step 1

Think of what your future business could be and list or research other similar businesses. Use your research on similar businesses for inspiration, take note of the business name, colours and graphics used in their logos.

#### Step 2

Brainstorm ideas for your own business name. Using the worksheet, begin sketching objects and shapes that could be used in your logo. Tip: Make sure these shapes are relevant to your business.

#### Step 3

Choose the shape or object that you feel best matches your business name. Using the selected shape or object start to play with layout options for your logo. Note: You can select more than one shape or object to incorporate in your logo.

#### Step 4

Once you are happy with the layout of your logo, its time to get creative. Colour in your logo, using colours that reflect the theme or type of business. For example, green can be used for a gardening business.

#### Step 5

**Bonus:** Present your future business logo to the class. Explain your business name and why you have chosen your logo graphics and colours.



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IDEAS


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