**LOGO DESIGN**

A logo is a sign or symbol that identifies a company or a brand. A logo should have a certain feel or “look” that is related to the product being sold through the thoughtful use of various elements (e.g. colour, textures, images, shapes, characters, etc.).

⃝What is your product name?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

⃝Who is your target audience?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TYPOGRAPHIC (JUST WORDS)

|  |
| --- |
|  |

GRAPHIC (JUST PICTURES)

|  |
| --- |
|  |

HYBRID (PICTURES AND WORDS)

|  |
| --- |
|  |

⃝ Computer like precision in your drawings and fonts? ⃝ Correct spelling? ⃝ Meaningful colour choices?