

Logo Extension Task Sheet

A **logo** is the mixture of a **graphic element, symbol, or icon** of a trademark or brand and its **logotype** (stylized lettering), which is arranged in a particular way. The effect of which should be **immediate recognition** of the company, business or product.

A logo is an iconic symbol designed to represent a company, product or service, and sometimes certain places. It also depicts an organization's personality.

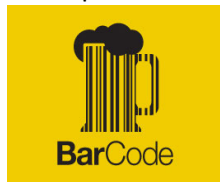
The parts which generally make up a logo are:

- **Logotype:** text or abbreviated text
- **Icon:** symbol / brand-mark
- **Slogan:** description of the company



The design requirement of an effective logo:

- is unique, and not subject to confusion with other logos among viewers.
- is functional and can be used in many different ways.
- should remain effective reproduced small or large.
- can work in "full-colour", but also in two colour presentation (black and white).
- displays basic design principles (space, colour, form, consistency, and clarity).
- represents the brand/company appropriately.



Task: Design your own personal logo that could be used on your D&T design sheets that will identify the work as yours.

Use the information and the design requirements listed opposite to help you. Either use the space below, or a separate piece of A4 plain paper.

Once complete, explain how the logo reflects you and your personality.