

Design a Logo

1. Think about some logos you see every day.
What do you think about them? Do they work well?

Here are some examples:



2. What do you think a logo should be? Circle all of the words you agree with...

Bold Bright Distinctive Unforgettable Simple Effective

Can you think of any other words? _____

3. Create a new logo for Cutty Sark.
Discuss design ideas in pairs. You can use a computer to develop your design.