

LOGO STARTER

V.Ryan © 2000 - 2008

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

The 'Logo Starter Exercise' can be printed and used by teachers and students. It is recommended that you view the website section 'Graphics' (www.technologystudent.com) before attempting the design sheet.

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LOGO EXERCISE

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1. Ten well known and different logos are shown below. Number each logo from 1 to 10 starting with your favourite - to the one you feel is least interesting. Do not think about the product but only the logo. Consider its overall design, colour scheme and the style of writing used.



2. What do you like about your favourite logo?

3. What do you dislike about your least favourite logo?

4. If you have a favourite logo that does not appear above, name it and describe how it looks.
