



Susan Allen

# Logos

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We help you connect to other people, learn about yourself and develop honest and mutually fulfilling relationships.



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## Your Personal Logo

The purpose of this activity is for you to design a personal logo. This is an opportunity for personal reflection and self-expression. You will need: paper, pens, rulers, compass, felt tips

A logo (Greek = logotipos) is a piece of writing or drawing or both that forms a trademark or commercial brand. Typically, a logo's design is for immediate recognition, inspiring trust, admiration, and loyalty. Logos are usually used to identify commercial and non-commercial organizations.

1. Here are some well known logos. Can you identify them? Discuss what they communicate and why they are effective. Think about shape, colour, use of letters, and symbols; for example, why has a bite been taken out of the apple?



2. Design a logo which represents you. This is like a marketing exercise, your logo will reflect your strength, talents, or anything positive you want to say about yourself. When designing a logo:

- use few colours and keep it simple.
  - do not use the face of a (living) person.
  - do not use photography or complex imagery as it reduces instant recognition
  - avoid culturally sensitive imagery, such as religious icons or national flags
  - remember the design needs to be punchy, positive, eye-catching and recognisable.
- Anyone who knows you will instantly know it is yours.

When you have finished, either work in pairs and describe your logo to your partner, or present your logo to the group.