Corporate Logos

We are going to need a fresh, new, useable logo for our school store. It needs to follow general guidelines for logos, needs to be in digital format, and it can’t have any images that are under copyright.

# Task:

To complete this task, first go to the following website: <http://corporatetattoo.com/>. Next, look at all the examples of logos (there are several pages of them) and look at what you like about them and what you don’t like. What appeals to you? Why?

Pick out six of these, then copy and paste them onto a Word document. Next to each logo, state in a few sentences how that logo addresses each of the six points on the page entitled, “Creating a Great Logo.” (1-6 are listed below in bold.)

An example follows.

 Comfort Home Mortgage

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| 1. **Simple and scalable**: It is a simple message, arms around an inviting entrance to a home. 2. **Emotional appeal**: This communicates positive emotions such as safety, protection, and most of all the comfort of a hug and the comfort of home. 3. **Unique:** It is unique because the comfort idea is not the usual message in real estate, but work very well here. 4. **Relevant:** Positive and comforting is what comes to mind. The curves of the hug, the door for the real estate. 5. **Show action:** Action is shown through the hug idea, makes you think of being comforted like a hug or the comfort of home that they will help you find. 6. **Color and Contrast:** Blue and gray are very calming colors, and the hug and curves add to the feeling of the message.   Using these same criteria, create three logo possibility ideas for the school store. The store is named the Hawk’s Nest. We have one catch phrase, which is, “Grab it and go”. It needs to encompass all the six criteria here. It needs to be and original piece, and be scalable. |
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