STATIONERY PACKAGE

LOGO EXPLORATION

WORKSHEET

Logos come in many forms. In this lesson, we'll study four common approaches.

1 LOGO TYPES WE'LL EXPLORE

WORDMARK

A logo that uses the full name in a distinctive type treatment.

FedEx

LETTERMARK

A logo that uses initials (two or three letters).

KFC

BRANDMARK

A logo that uses a symbol without text.



COMBINATION MARK

A logo that combines a symbol and text.



2 YOUR LOGO PLAN

First Name Initial: _____

Last Name Initial: _____

3 DESIGN DIRECTION

Check the words that describe the look and feel you want for your logo.

- ☐ Clean
- ☐ Modern
- ☐ Classic
- ☐ Creative
- ☐ Bold
- ☐ Simple
- ☐ Elegant
- ☐ Professional

Other idea:

4 LOGO SKETCHES

Create at least six different logo ideas using your initialss. Explore different styles, layouts, and type treatments. Keep your sketches in pencil.

1	2	3
4	5	6

5 REFINE YOUR TOP CONCEPTS

Choose two of your strongest sketches and develop them further below. Add a cleaner drawing, then write a short note about each one.

CONCEPT A

Why it works:

_____

_____

_____

_____

_____

CONCEPT B

Why it works:

_____

_____

_____

_____

_____