Name:

Logo Design

List and explain the 7 elements of good logo design:

1.

2.

3.

4.

5.

6.

7.

Answer these questions before working on sketches for your logo

Company Name:

What do you sell ? (Must be a product NOT a service.)

What makes your product special? How is it different from others of the same?

Target Audience: (Who do you sell it to?)

What kind of image/lifestyle does your product perpetuate?

Price Point: (How much $)

Logo Sketches:

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