

# LOGO WORKSHEET

Name: \_\_\_\_\_

Period: \_\_\_\_\_ Date: \_\_\_\_\_

A LOGO is defined as "a unique symbol or design that represents a company. It is also called, a trademark."

Think of some common logos that you see often and are easily recognizable. What makes them good logos? Draw four company logos that your classmates would recognize in the boxes below. Think about Coca Cola™...red wavy lines, stylized text...) Trade with a classmate to see if they can recognize your logos.

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Write a short paragraph about what logos may say about a company. What will your logo say about you (include characteristics of you, attributes, etc.)?

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