

Personal Logo Design Rubric

name: _____

Personal Logo

Name or initials used:	5	4	3	2	1
Type Choices:	5	4	3	2	1
Color Use:	5	4	3	2	1
Creativity/Idea:	5	4	3	2	1
Quality of Illustrator Logo:	5	4	3	2	1

Personal Logo Total: _____/25

Revised Logo

Name or initials used:	5	4	3	2	1
Type Choices:	5	4	3	2	1
Color Use:	5	4	3	2	1
Creativity/Idea:	5	4	3	2	1
Quality of Illustrator Logo:	5	4	3	2	1

_____/25

Business Card

Layout:	5	4	3	2	1
Type Choices:	5	4	3	2	1
Color Use:	5	4	3	2	1
Creativity/Idea:	5	4	3	2	1

_____/20

Letterhead

Layout:	5	4	3	2	1
Type Choices:	5	4	3	2	1
Color Use:	5	4	3	2	1
Creativity/Idea:	5	4	3	2	1

_____/20

Identity Total Points: _____/65