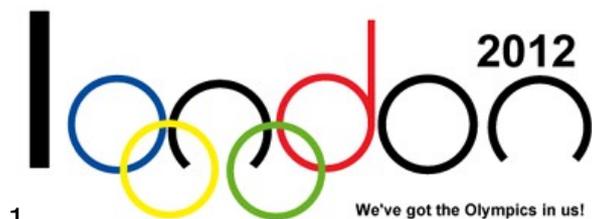


# Business



Choose the best logo

# Business

## Create a Logo for the Olympics in 2012



Your school has been asked to celebrate the Olympics in 2012 with a number of events. Design a logo to put in advertising, on the Website and letters.

**Challenge:** Once you have finished designing your logo, think about how you can reduce the cost of using it...

### Hints

When designing your logo: Keep It Simple and use strong colours.

Curves are friendlier

Sharp Edges are strong.



Think about your fonts...

Traditional **Children Friendly** Old Fashioned **informal** Fun & Sunny

### Discuss

Have a look at <http://www.google.co.uk/doodle4google/> and assess the quality of logos in previous competitions. What do you think they will ask you to do in 2009? Do you think you could design a logo that could win?

# Business

## Teacher's Notes

### Logo Choice

Ask students to choose what they think is the best logo. Number 2 is the official logo of the games, but 50,000 people signed a petition to say that they did not like it. Why do they think that is? A part of the reason might be the spiky nature of it.

### Logo Design

Logos are generally designed in Vector packages such as Adobe Illustrator or Fireworks. If you do not have a commercial package then Inkscape is a good free alternative and is available at: <http://www.inkscape.org/> (Available for PC, Mac and Linux)