

What is a Logo?

- A logo is an icon/symbol that:
 - represents the company or product
 - depicts the company's personality

Brief History of Logos

- Started in 19th century with the industrial revolution
- Mass production of products distributed to large geographic areas
- Largely illiterate population
- Needed to differentiate between products

What Makes a Good Logo?

- Must look good
- Nike logo originally designed by a design intern for \$35

What Makes a Good Logo?

- Must be functional
 - Should be simple
 - Should show well on different backgrounds, textures, colours...
 - Should be scalable (big or small)

What Makes a Good Logo?

- Must represent the company/product

What Makes a Good Logo?

- Must be unique