**LET’S DESIGN OUR LOGO**

What makes a good logo?

A company LOGO is very important as it is a symbol of success. Successful companies such as Microsoft, Nike, Reebok and many others rely on a logo. If you log on to almost any website you will see a logo the company responsible for the site.

Start looking for logos. Look for them at school. They are everywhere. Take a photo of the logo. Look at the colors, font types, and symbols.

* Which logos attract your attention?
* Which logos do you know by heart?
* Which logos do you think could be improved?

**BASIC RULES FOR A SUCCESSFUL LOGO**

A successful logo is usually very simple.   
**2.** The logo is easy to remember and understand.  
**3.** One or two colours are normally used.  
**4.** Writing is presented in a simple way and easy to read.  
**5.** A simple drawing or symbol is sometimes used.

**CHALLENGE:** We would like you to design a logo for the project to be used on the activities we produce, such as book reports, blog, etwinning site, etc.

Some requirements must be fulfilled:

1. It must be related to **reading**.
2. There should appear something repesentative of each country (a famous writer or a famous book from each of the participant countries)

**TASK ONE:** Fill the box below with EXISTING logos from your favourite companies (try to add at least 5). Draw them.

**TASK TWO:** Produce some initial ideas for the Chapter Project logo, fill the box’s with your ideas (at least 5 different ideas)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

**TASK THREE:** Pick the best two ideas and very draw them below.

**IDEA 2**

**IDEA 1**

**TASK FOUR:** Choose one of the two ideas.

**GOOD LUCK! Your logo is ready to be chosen!!**