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

**Logo Design**

This section is designed to help you understand the vocabulary used when creating a logo for your business.

|  |  |
| --- | --- |
| **Vocabulary** | **Definition** |
| Wordmark (Text) |  |
| Lettermark (Initials) |  |
| Brandmark (Symbol or Icon) |  |
| Combination Mark (Text and Symbol) |  |
| Emblem (Text inside Symbol) |  |

Questions

1. Why did these three companies choose these kinds of logos?



OR



1. Do you see any similarities or trends going on between these logos? If so, what are they?
2. Which program will be most effective to create your logo?
3. How will you represent your business effectively and give your customers a visual representation of your business?

Drawn Logo: