

WORKSHEET

# My Business Logo

A logo is identified as a unique symbol or design that represents a company. In this activity, you will sketch a logo for your own potential future business. Your logo should include the business name and simple design graphics.

What you'll need

- ✓ Plain sheet of white paper (or use the space provided on the next page).
- ✓ Staedtler colour pens or pencils

## STEPS

**Step 1**  
Think of what your future business could be and research other similar businesses. Take note of their chosen business name and what colours and graphics have been used to make up their logo.

**Step 2**  
Brainstorm your own business name and begin by sketching objects and shapes that could be used in your logo to illustrate what your business is.

**Step 3**  
Choose your favourite object and/or shape and explore how to incorporate this shape with your business name. You may like to develop a range of logos and choose your favourite at the end.

**Step 4**  
Once you are happy with your logo/s, get creative with colour. Remember to select colours that reflect the personality or theme of your business.

**Step 5**  
As a class, reflect on your logo, including your design and colour choices.



**BIANCA'S BRILLIANT BANGLES**



**SUZANNAH'S BABYSITTING Services**



**GARDEN & CO**

My Business Logo

IDEAS

Table with 4 columns and 2 rows for listing ideas.

MY BUSINESS LOGO

