



**Business Logo Research and Design**

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| *Why are logos important?* |
| McDonald’s, Apple, Google, Nike, and Coca-Cola have some of the world’s most recognizable logos. Wouldn’t you want your company’s logo to be just a recognized? Let’s look at some reasons why these logos are so recognized.***What has made these logos so famous?***One thing that is very obvious in these logos is that these logo designs are very simple. No fancy or complex graphic art work done. But yet they are excellent memory triggers.**Directions:** Read the instructions and complete Part 1 and Part 2 of this assignment. Type your answers in the space provided. **Part 1:** |

**LOGO Research**

**Go to the following website:**

[**http://www.logoblog.org/famous\_logo\_design.php**](http://www.logoblog.org/famous_logo_design.php)

**Review the Logos for well-known companies. Choose 3 logos.**

**For each of the 3 logos you choose:**

* ***Copy and paste each logo***
* ***List what each logo represents***
* ***1 fact about the logo (where it came from, how it was designed, etc.)***

***Enter the information below.***

***Logo1:***

***Logo2:***

***Logo 3:***

**Part 2:**

**LOGO Design**

**Copy and Paste your Logo from** [**www.logogarden.com**](http://www.logogarden.com) **below:**