

Name\_\_\_\_\_

Period\_\_\_\_\_

## CREATING A BUSINESS LOGO PROJECT

In this activity, you are going to create a hypothetical business. This business must have a name and a specific service it provides. Write the business you've chosen and the service it provides in the blanks below.

My business name is: \_\_\_\_\_ (5 pts)

The service(s) my business provides is:  
\_\_\_\_\_ (5 pts)

Who are the clients for this business?  
\_\_\_\_\_ (5 pts)

For this business, you are going to create a logo and a color scheme.  
Sketch out at 3 rough-drafts for your logo below. (10 pts each)

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After choosing the idea you like best, choose what colors your logo will include. Limit the number of colors used to 2 or 3. Remember colors can convey feeling and emotion. What feelings and emotions do you want people to have when they look at your logo? (10 pts)

\_\_\_\_\_

What 2 or 3 colors will you use for your color scheme? (5 pts)

\_\_\_\_\_

**TURN IN THIS PAGE + THE ATTACHED BLANK RUBRIC (REVIEW IT FIRST)  
+ YOUR FINAL COLOR LOGO**



## BUSINESS LOGO DESIGN RUBRIC

Criteria	Exemplary 4	Proficient 3	Partially Proficient 2	Flawed or Not Evident 1-0
<b>1 (a) Basic Criteria</b>				
Basic Image with simple design				
Maximum 3 colors				
Original Design				
<b>(b) Complexity of Design</b>				
Unique Features				
Easily recognizable				
Relates to audience				
<b>(c) Creativity</b>				
Shows innovation & originality				
Shows the desired feelings and emotions				
Visual elements create unity in the design				
Color scheme enhances design				

**Total Points for Logo Design (40 points possible)**

\_\_\_\_\_

**Total Points from Previous Page (60 points possible)**

\_\_\_\_\_

**Total Points**

\_\_\_\_\_