



Top Tips for creating a Logo

A logo is a symbol or picture that a company uses to let people know that a product or service is made by them.

Your company's logo is the first thing customers might see. It should stand out and let people know what you sell.

Below are some top tips and an activity to make sure your logo would get a customer's attention. You will want them to remember it the next time they see it.

Top Tips:

1. Does your logo say what you do?

Your logo should say what your business does or sells because it will help customers remember you.

2. Keep it simple

Simple logos catch the eye!

Some of the best company logos have just one shape in one colour – this makes it easy to remember too!

3. Colour is important

Bright and bold colours may stand out and make people notice your logo.

The colours you choose should also try to match the product or service you are selling. Try out different colour combinations to see what works.

How will your logo grab a customer's attention?

4. Be different!

Don't copy existing company names or their logos.

Get creative and make something you have never seen before to make your logo one of a kind!



Logo motivation activity

Use the space below to draw some of the logos from your favourite companies and think about why you like them.

You may be able to take some points from these logos when you make your own in the workbook – but remember to be creative and not to copy.

A large, empty rounded rectangular box with a thin green border, intended for drawing logos.