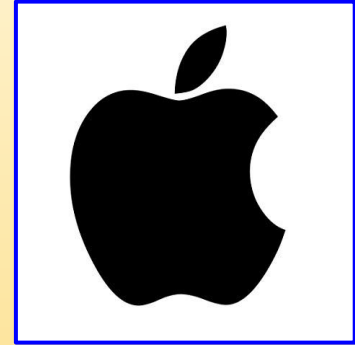# What is a LOGO?

by Andrea A. 2°B (January 2020)

The lessons with our Technology teacher

- ❏   Brainstorming about famous LOGOS shown by the teacher on the IWB.
- ❏   video about the features of LOGOS
- ❏   Hand sketches of our ideas about our personal LOGO using the initials of our name and surname
- ❏   Hand sketches of the eTwinning project logos.
- ❏   LOGO designing and LOGO creation in computer lab.

Match the brand to its logo by Alice 2B
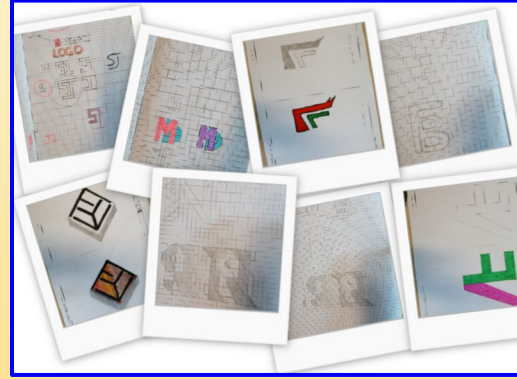Match the logo to the brand by Andrea V. 2B

Simple rules for an effective LOGO

A LOGO must be

- ❏ simple
- ❏ visually beautiful
- ❏ easy to remember
- ❏ versatile
- ❏ balanced

In a few words follow the rule:

LESS IS MORE

This is our present school LOGO. It is the winner of a school logo contest in 2014.

Our ideas...work in progress

These were some of our first ideas for the eTwinning project logo.
But they were TOO MUCH for a logo.

Our final LOGOS for the eTwinning project

What can you use?

You can

❏ draw your LOGO by hand and then scan it

❏ use several online free apps: Google Presentations, Canva.com, logotypemaker.com