

Research Task

- 1) Research and sketch three logos from any food-based companies. Explain what you think each logo communicates about the brand.

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- 2) Describe what a logo is. What purpose do logos serve?

- 3) Referring to one of the logos you sketched above: What make a logo effective? Which of the three logos above do you believe in most effective? Justify why you chose that logo.

4) Give a brief history of logos. Where did they come from? What does the word 'logo' mean? Give an example of a logo created 1000 years ago.

5) Your project involves creating a logo for your Dip Company. What have you learned from your research that will influence the design of your logo?

6) Identify the type of professional who is tasked with designing logos.

7) Fill the space below with sketches of what you believe are the five most famous logos ever created.