

LOGOS

DEFINITION: SIMPLE DESIGNS THAT REPRESENT A BUSINESS, ORGANIZATION, OR BRAND

Developing a Logo

WHEN COMPANIES USE LOGOS EFFECTIVELY, THEY CAUSE US TO INSTANTLY RECOGNIZE THE COMPANY, BRAND, SERVICE OR PRODUCT REPRESENTED. LARGE COMPANIES PUT A TREMENDOUS AMOUNT OF THOUGHT AND INVESTMENT INTO DEVELOPING OR CHANGING A LOGO. IT MUST STAND OUT FROM OTHER LOGOS AND BE EASILY RECOGNIZED AND REMEMBERED. SOMETIMES, LOGOS REPRESENT SOMETHING ABOUT THE COMPANY'S HISTORY, PURPOSE, PRODUCT OR SERVICE. BUT DON'T ASSUME THAT EVERY LOGO ILLUSTRATES SOME SPECIAL ASPECT OF A BUSINESS - SOME ARE SIMPLY CHOSEN FOR HOW EFFECTIVELY THEY STICK IN YOUR MEMORY.



Watch [this](#) short video to see how much thought goes into designing some logos.

Design Elements of a Logo



The golden arrow on the Amazon logo does two jobs: it points "from A to Z" (suggesting that Amazon sells everything) and it looks like a smile (suggesting how customers feel).



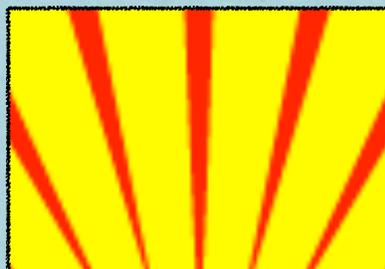
VIA Rail Canada

The Via Rail logo suggests a train's engine car.

TRY THIS [QUIZ](#) TO SEE HOW WELL YOU RECOGNIZE OTHER LOGOS.



ADIDAS



SHELL



STARBUCKS

Logos and the Psychology of Colour

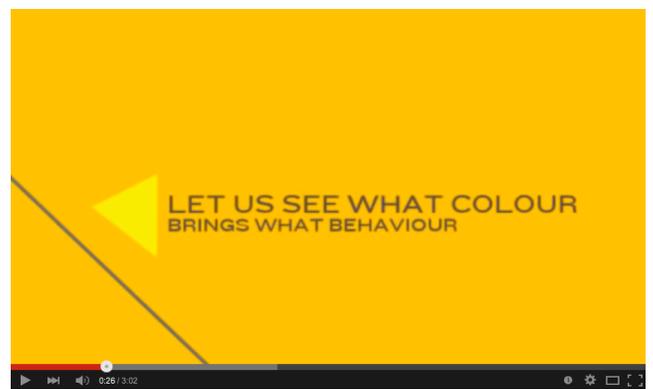
In addition to carefully designing the shape and elements of a logo, companies also consider the colour of their logos very carefully. Researchers claim that different colours influence us differently. They can represent different values, or suggest particular feelings or reactions. A logo's colour might suggest something about the company's character, or even influence a consumer's buying decision.

For example, colour science claims that the colour yellow suggests warmth and joy, while red suggests energy and love, and may also stimulate appetite. For example, . . .

COLOR EMOTION GUIDE



[Listen](#) to this CBC edition of **Under the Influence** with journalist Terry O'Reilly as he discusses limited edition brands.



How to choose the right colour for your brand using colour psychology?
 Watch this [video](#) to learn how to choose the right colour for your brand using colour psychology.

ASSIGNMENT

In this assignment, you will examine three logos of your choosing. **You will focus on their use of colour as a design element.** You can complete this assignment in a Word document or a PowerPoint presentation.

Your task is to select three company or brand logos that are not in the examples linked from the previous page. You can find logos online, on clothing, on the Internet, in magazines and even in your local community.

Include an image of each logo (or a link to the image). If you can't find a copy of a logo online (a local company, for example) take a photo.

For each logo, provide the following information:

1. The company's name.
2. The logo (paste the logo's image, link to an image, or a photo).
3. The main colour or colours of the logo.
4. Based on the online resources linked from the previous page, what does each main colour suggest about the company?
5. Do you think these colour interpretations are accurate for each logo and company? Why or why not?
6. Identify one other element in each logo that you think is effective.
7. Is the other element more important than colour for the logo? Why or why not?
8. This assignment is worth 21 marks: one mark for each piece of information for each of the three logos.