

# What is a logo?

A **logo** is a symbol made up of text and images that identifies a business. A good logo might be a visual reminder of the company name, it might show what the company does or even suggest some of the ideals and values that the company stands for.

Logos are all around us everyday.

Have a go at this quick quizz to see how many of these companies you can identify just from their logo:



<https://www.funkidslive.com/quiz/many-logos-can-get-right-logo-trivia-quiz-game/>

**A good logo is distinctive, appropriate, practical, graphic and simple in form, and it conveys the owner's intended message. ...**

**A logo should be able to be printed at any size and, in most cases, be effective without color.**

**A great logo essentially boils down to two things: great concept and great execution.**

A logo or icon is a simple visual that captures the spirit of your brand.

It does not have to be a picture of what your company does.

For Apple, the logo matches the company name but doesn't tell us what the company does.



For Nike, the iconic “swoosh” icon evokes the feeling of movement and speed. Very fitting for a sportswear brand.





**Logos can change and develop over time.**

**Apple's logo has changed enormously to become the one we know so well now:**



**1976 - 1977**



**1977 - 1998**



**1998 - present**

Think of your logo as a symbol rather than a picture. It needs to be highly visual and easily recognizable.

Some of the most effective logos are so simple that people can recall them even after one quick glance.

Think about what you want people to think about when they see your logo.



Once you have designed your logo for your newspaper or news channel, see if you can accurately recreate it in a print.

One of the simplest methods is a potato print.

Be very careful and make sure that you have an adult available to help you.

There is a good YouTube tutorial here:



<https://www.youtube.com/watch?v=j8zWNA1T5So>