

## Fiver DIY

# Logo Top Tips

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

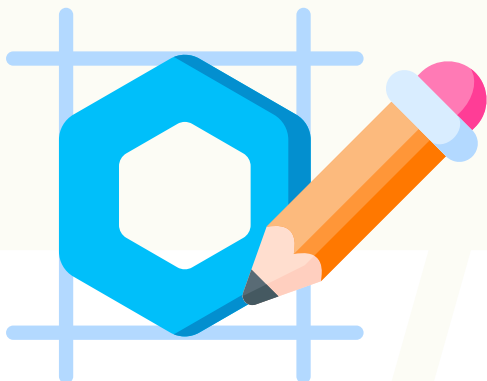
Your company's logo is the first thing customers might see. To create an attractive logo, it should stand out and let people know what you sell. Below are some top tips and an activity to make sure your logo will get a customer's attention. You want your customer to remember it the next time they see it!

### 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 and neat!

**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! Making your logo design neat will make it more attractive.



### 3. Dare to dream about your colour scheme?

**Bright and bold colours may stand out and make people notice your logo.** Different colours help people to connect with different feelings. What colours would you use to create each one of these senses; excitement, feeling calm, being close to nature or playfulness?

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.

### 4. Be different!

**Don't copy existing company names or their logos.** How will your logo grab a customers' attention? Get creative and make something you have never seen before to make your logo one of a kind!

# Inspiration for your logo...

**Use the space below to draw some of the logos from your favourite companies. Why do you like them?**

Are there any points from these logos that you would like to take when you make your own in the workbook?

**Remember to  
be as creative  
as you can and  
not to copy!**

