

# A1

## S1—Assignment 1

### Van Logo Design

In this assignment you will learn how to create a logo for a business of your own and use it on branding items.



1. On the internet, go to [www.looka.com](http://www.looka.com)
2. Type your surname in the box where it asks for your company name.
3. Pick a job or business that you would like to do when you leave school and type it in the 'Pick Your Industry' box.
4. Select a few of the logo styles that have been selected for you—could be the colour, font, style, etc., then click Continue.
5. Pick a few colours from those shown. Note: if you hover over the colour it will tell you some moods, feelings and attributes for each colour. Try to pick one that represents your business.
6. In Enter your Company Name, add a slogan for your business.
7. Select some symbol types from the ones suggested. A selection of ideas generated are shown here.
8. Pick one of the designs you like then click Customise.



9. Try different colours, different layouts, different backgrounds, different shapes, etc. to find something that you like. For example, the logo shown to the left was created by Customise.

10. Once you have a design that you like, copy it. (You can use the Snipping Tool, Print Screen or some other copying tool.)
11. On the internet, find a **Van black and white outline** on images and download or copy to a page in **Publisher**.
12. Past your logo onto the side of the van. Add a phone number and/or address to the side door. You can colour the van using either **Paint** or **Photoshop**.



**Marks: 5** Logo Design **5** Van Design