**Logo and Slogan Creation**

\*\*The grade will be given on the business plan project rubric.

**When designing a logo for your business, follow the guidelines presented below:**

1. Your logo should project your company’s image.
2. Your logo design should be simple. Creating a logo with too many graphics or too much text makes it difficult to read and remember. You want to design. A logo that customers will remember for the long term.
3. Your logo should be unique, easily recognizable, and it should be different from your competitors.
4. If you are using colour, keep the number of colours in your logo to a minimum. The colours you use in the logo will become your “signature” colours of your company.

**When it comes to a slogan (aka a tagline) what should you know?**

1. A slogan or tagline is a repeated phrase or selection of words associated with a specific individual, organization, or product.
2. A slogan is the first step and an integral part of brand building.
3. Successful slogans should:
   1. Be short and to the point.
   2. Consist of no more than four to six words.
   3. Convey a message of what your business provides.
   4. Be consistent with your logo design.
   5. Be easy to remember by potential customers.

**Now it is time for you to design your logo and slogan. Follow the steps below to create your logo and slogan:**

Step 1:

Brainstorm and draw/write out a rough draft of what your logo would look like and what your slogan will be. Do some research online to get ideas, but remember your logo and slogan must be unique.

Step 2:

Choose which software to create your logo on. You can use any program you would like or have access to. Some suggestions are:

* Microsoft Paint
* Word
* Google Drawings
* Pixlr (online editor)
* Etc.

Step 3:

Make sure to include your slogan somewhere in or below your logo.

Step 4:

Get someone else’s opinion on what they like and don’t like about your logo. Also see what suggestions they might have. Make any changes necessary.

Step 5:

Save your logo as an image and into your My Business Plan folder.

Step 6:

Place your logo in your business plan and wherever else you find necessary.