

**TASK 10: CREATING THE COMPANY’S LOGO**

**Department involved**

IT & MEDIA

**Objectives**

Student will be able to:

- Create the logo which is able to reflect the company’s image.
- Present the logo design to the competent staff for the purpose of generating feedback, suggestion and approval.

**Introduction**

Logo is a symbol or special expression representing the company or organization, in which such logo will have a specific meaning and purpose. As the part of image and philosophy of a product/ service, a logo is required to draw the public awareness against the product. Logo also functions to impress the consumers with the business that we run.

**Preparation of Tools and Materials**

- Laptop/ Computer for each Department
- Internet Connection

**Activities**

No	Activities	Duration
1	<p>VP of IT Department will discuss with its department members in regard to the creation of the company logo as follows:                      Logo is commonly made as unique as possible and distinguishable from the others, as the logo itself functions as the company’s identity, which discerns one business to the others.</p> <ul style="list-style-type: none"> <li>▪ The impression needs to be featured by your company (colour, design and writing)</li> <li>▪ Where such logo will be placed (letterhead, envelope, website, social media, business plan and annual report).</li> <li>▪ How such logo will be designed                             <ul style="list-style-type: none"> <li>– Using the design software, such as <i>Paint Shop, Publisher, CorelDraw, PhotoShop, Illustrator, others.</i></li> <li>– Drawn manually, scanned, re- drawn by using a software, or</li> <li>– Using the paid or free logo creation services on the internet.</li> </ul> </li> </ul>	10’
2	<p>Appoint one/ two people who are skilled in the design to be responsible for producing the company’s logo. Make the initial sketches as the temporary logo design to be made. Make an attractive logo by considering these following matters:</p> <ul style="list-style-type: none"> <li>▪ <i>Keep it simple</i></li> <li>▪ <i>Make it relevant</i></li> <li>▪ <i>Aim for distinction</i></li> <li>▪ <i>Easy to remember</i></li> </ul> <p>Create several designs which suit the company’s identity to be selected.</p>	60’
3	<p>After the initial logo sketches have been finished, Furthermore, VP will ask the CEO to present those logo designs to all employees and ask them to give their suggestions/ opinions and the best logo for the company.</p>	10’
4	<p>The finalization of selected logo is done in the digital format (JPEG or PNG)</p>	20’
5	<p>Define the meaning and philosophy of the finalized logo.</p>	10’

### Output

- The company's logo in digital format

### Reference

Airey, David. 2014. Logo Design Love: A guide to creating iconic brand identities. New Riders.

### Internet Activities

Free logo design service providers:

- <https://www.freelogoservices.com/step1>
- <https://www.freelogodesign.org/index.html>