

TASK DETAILS	
Title	DEVELOPING COMPANY LOGO
Type	TEAM
Activity Stage	BUSINESS PLANNING
Department	IT & DESIGN
Duration	2x SESSION, 4x LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
•	Company Final Logo

INTRODUCTION

A logo is the primary visual element representing a company's identity. As a symbol, it not only serves to differentiate the company from its competitors but also creates a strong first impression for its audience. An effective logo is simple, recognizable, aligned with the company's values, and adaptable across various media.

No	ACTIVITY
1	<p>In today's digital era, a logo must be flexible enough to perform well on small screens (such as mobile apps) as well as printed materials like business cards and banners. Moreover, a logo should reflect the company's character or values, such as trust, innovation, or friendliness. A successful logo design process involves not just design skills, but a deep understanding of the company's identity and business goals.</p> <p>To begin, the VP of IT & Design should guide their team in creating a branding brief. This is a crucial step to define the company's direction and identity before starting the design process. Based on team discussion, determine the following:</p> <ul style="list-style-type: none"> • Company Vision and Mission: What are the long-term goals, and how will the company achieve them? • Core Values to Highlight: For example, innovation, sustainability, or quality. • Company Character: Is your company serious and professional, or cheerful and creative? • Target Audience: Who is your market? For instance, students, professionals, or young families. <p>Once the branding brief is completed, the team will have a clear guide for the impression the logo should convey.</p>
2	<p>Based on the branding brief, each team member is asked to think creatively and develop initial logo sketches. These can be hand-drawn or created using digital design tools where possible. At this stage, focus on:</p> <ul style="list-style-type: none"> • Logo Form: Will the logo be an icon, text-based, or a combination? • Color Scheme: Choose colors that align with your intended message, such as blue for trust or green for sustainability. • Typography: Select a font that reflects the company's personality. <p>Once several ideas are developed, the team discusses and selects the ones that best represent the company's identity.</p>

3	<p>The design team begins converting the selected sketches into digital versions. Choose appropriate design tools, whether professional software like Adobe Illustrator or free platforms such as Canva, Figma, or Adobe Express.</p> <p>Design multiple logo variations to ensure flexibility. The logo must be usable at different sizes and on various platforms—from websites to business cards.</p>
4	<p>After producing several logo options, hold a review session where the entire team provides feedback and selects the most suitable design. This can be done through classroom voting or digital platforms like Google Forms.</p> <p>The selected design should be:</p> <ul style="list-style-type: none"> • Simple and memorable • Relevant to the company's identity • Unique and distinct from competitors • Flexible for various uses
5	<p>Once the final logo is selected, the design team refines it and saves it in multiple formats:</p> <ul style="list-style-type: none"> • PNG: Transparent background for digital use • JPG: For documents or presentations • PDF: Vector version for high-resolution printing needs <p>The finalized logo can now be used across all branding platforms—from websites to promotional products.</p>
6	<p>As a final step, write an explanation of the meaning and philosophy behind the logo design. What is the significance of the chosen colors? Why were certain shapes or fonts used?</p> <p>Also create a simple Logo Guideline that includes:</p> <ul style="list-style-type: none"> • Logo variations (color, black & white, icon-only) • Typography used • Official brand colors • Examples of logo usage across different media <p>This guideline will help ensure the logo is used consistently and appropriately across all branding materials.</p>

REFERENCE

1. Artikel: "The Psychology of Color in Logo Design"
2. Airey, David. 2014. Logo Design Love: A guide to creating iconic brand identities. New Riders.
3. Free logo design:
 - <https://www.freelogoservices.com/step1>
 - <https://www.freelogodesign.org/index.html>

TASK TEMPLATE

1. *Branding Brief*: [LINK](#)
2. *Logo Guideline*: [LINK](#)