

## SECTION 3 • PROJECT 14

Name \_\_\_\_\_ Estimated Finish \_\_\_\_\_  
Course \_\_\_\_\_ Date Finished \_\_\_\_\_  
Date Assigned \_\_\_\_\_ Evaluation \_\_\_\_\_

### LOGOS AND SIGNATURES

When nationally known products are advertised, the business identification can be simply the brand name or manufacturer identification. However, in local advertising it is important to tell the reader, viewer, or listener where the product or service can be obtained. The business identification, logo, or signature should tell the audience who is doing the advertising. In addition to the logo, each advertisement should include where the firm is located, the hours, the telephone number, and the slogan (if one is used).

In this project, you first will collect two examples of what you consider to be excellent logos and two examples of what you consider to be poor logos. Also include the business address, hours, and telephone number that is given in the ad from which the logo was taken. For the examples of poor logos, explain on a separate piece of paper why you think they are poor. On the following page you then will create six logos for the businesses indicated.

In the space below,  
fasten or draw an example  
of an excellent logo

In the space below,  
fasten or draw an example  
of an excellent logo

In the space below,  
fasten or draw an example of a poor logo

In the space below,  
fasten or draw an example of a poor logo