

Name: _____ Period: _____ Date: _____

Logo Design Brainstorming Package

Step 1: Name

What name(s), word(s), or letter (s) that **must** appear in the logo?

What name(s), word(s), or letter (s) **could** appear in the logo?

Step 2: Images

What are some images that you associate with the business, person, or organization you are designing the logo for? (example1: coffee business-coffee beans, coffee cup, grinder; example 2: artist-paintbrush, pencil, paint, palette, beret)

Step 3: Describing Words

What are some words you would use to describe the business, person, or organization you are designing the logo for? (example: strong, trustworthy, friendly, reliable, brilliant, creative, etc.)

Step 4: Describing Images

What are some images you could associate with the describing words in Step 3? (example: brilliant – light bulb; friendly – smiling face; strong – weights, etc.)

Step 5: Manipulate the Type

1. Think about the letters that are unique to your logo (1st letters, initials, etc.). Sketch out some ways you could manipulate one or more of the letters in the logo. See examples to the right of how just the letter “d” is changed into several different designs.

2. Think about the words you will use in the logo. Sketch out some ways you could uniquely represent the words. See examples to the right.



Step 6: Manipulate Some Images

Look at the list of images from step 2 and step 4. Sketch out some graphic versions of those images. Look at the examples on this page to see how other companies incorporated images into their logos.



Step 7: Manipulate Some Images

Look at the images from step 5 and 6. Try combining images, manipulating images, changing proportions, changing styles, etc.

Step 8: Final Logo Sketches

Complete three final sketches that you will scan in and use as templates to create your final logo.

Final Sketch: Logo Idea 1

Final Sketch: Logo Idea 2

Final Sketch: Logo Idea 3