

Activity 2

Create a logo

It's time to get visual and design a logo.

The key to creating a good logo is making it unique and simple enough for customers to remember. A well-designed logo connects with your business and helps people remember and recognize it.

In this activity, you'll sketch a few different versions of your logo before designing the final one. You'll flex your creative muscles and spend some time dreaming up as many different options as possible.

Need some inspiration? Check out some of your favorite brands online and look at their logos. Examine the colors, words, shapes, and images, and ask yourself why you think they chose those specific details. What can you learn and borrow from their designs?

Goal:

Create a logo for your business

Time it will take:

1–2 hours

You'll need:

- A pen or pencil
- Colored pencils
- Markers



BONUS:

Check out Hatchful, Shopify's online logo maker, to generate some ideas or create a digital version of your logo.



EXAMPLE OF THE LOGO DEVELOPMENT PROCESS:

STEP 1

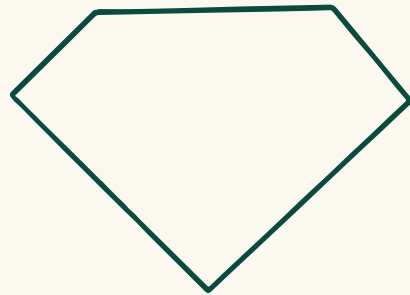
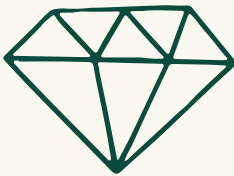
J's
GEMS

J's
gems

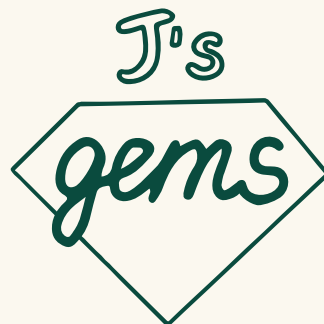
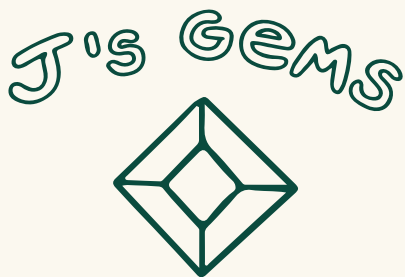
J's
GEMS



STEP 2

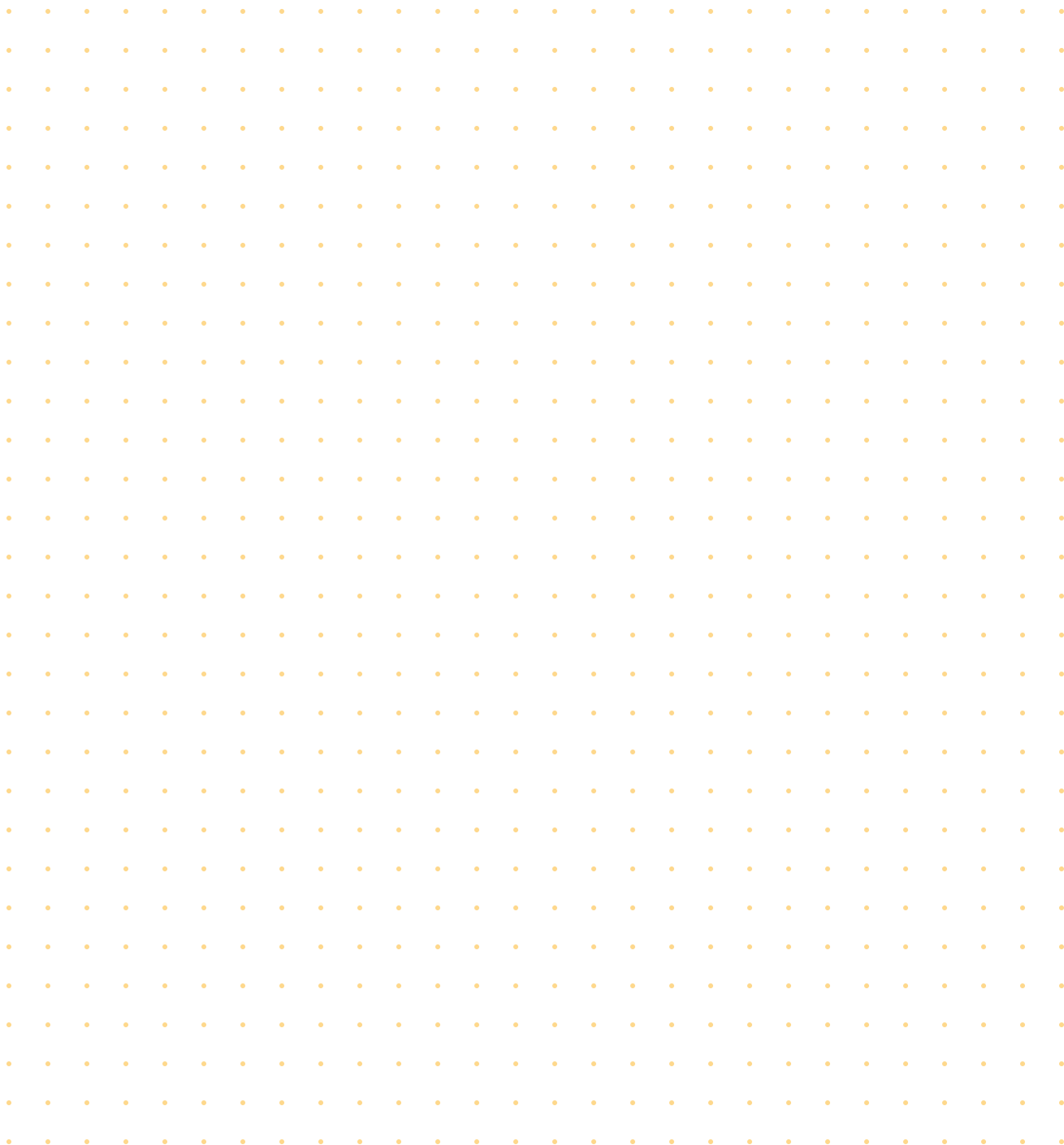


STEP 3



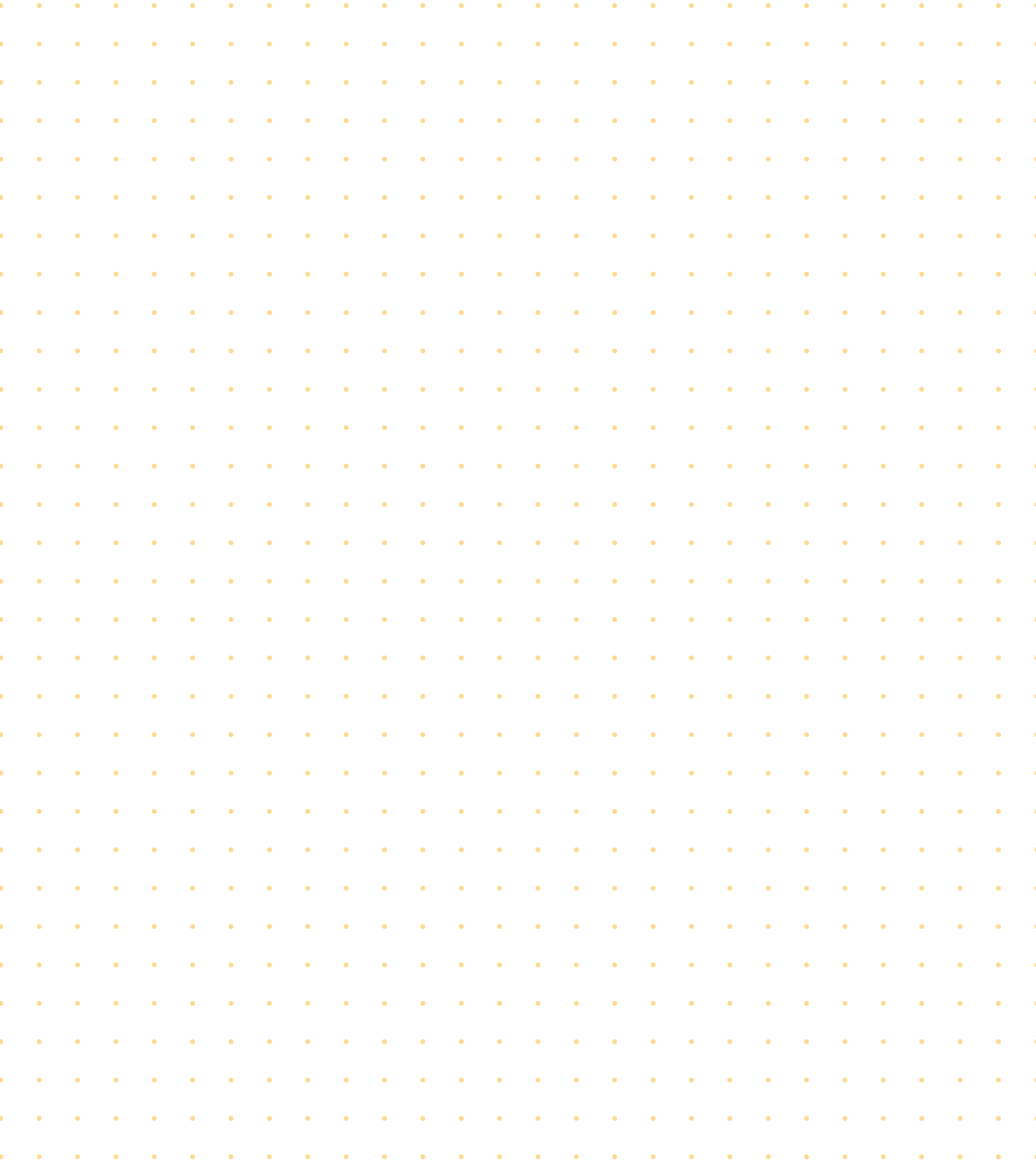
Step 1: Write your business name. Next, write your business name in different layouts by stacking the words and/or letters. Another way you can get creative with your logo is by putting the words on a curve or around a shape (such as a circle, rectangle, or square).

Tip: Play with different fonts for your logo. For example, you can use block letters, bubble letters, or cursive if you think the style relates well to your brand.



Step 2: Draw some symbols and shapes that represent both your business idea and the words in your business name.

Tip: You can use different symbols and shapes to represent ideas. For example, you can use a sketch of the sun to express “bright” and “happy” thoughts and feelings.



Step 3: Put it all together! Combine your favorite design for your business name with the symbols and shapes you like best. Try putting the logo inside a container shape, like a square or circle. Once you've created a logo you love, feel free to add some color to it.

Tip: You may want to sketch a few different options before landing on the final version of your logo. Take your time and have fun with the designs!

