


Name..... Group..... Mark.....

### 9.12 Model Making / Shop front project - Logos


Logos are used to communicate. They enable you to know what the company is instantly without necessarily using the whole word of the company. They may be just a picture, initials or words or a combination of all three.

Shops use logos on their shop fronts, their advertising and their products so that customers can tell instantly who they are buying from and the brand that they are purchasing. Logos are a powerful type of brand advertising.

For example – I bet you know what shops/brands the logos advertise...



1.



2.

Answers : 1. McDonalds, 2. Nike

Draw and name 8 logos that advertise shops:

1. Logo:  Shop:	2. Logo:  Shop:
3. Logo:  Shop:	4. Logo:  Shop:
5. Logo:  Shop:	6. Logo:  Shop:
7. Logo:  Shop:	8. Logo:  Shop: