

# Logo LAB WORKSHOP



A 4-day workshop that reveals the secrets to make your logo look like you hired a graphic designer.





# DAY 1

## PROFESSIONAL LOGOS

### THE 5 W'S



# DAY 1: HOMEWORK

>> **WHO:** are your clients or your ideal avatar?

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>> **WHAT:** you want other people to say about your company?

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>> **WHERE:** will you be using your logo?

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>> **WHEN:** you think about your company values...

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>> **WHY:** is it important to have a professional looking logo?

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# DAY 2

## BRAINSTORMING YOUR LOGO



# DAY 2: HOMEWORK

**>> NAME and TAGLINE:**

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**>> FONTS:**

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**>> COLORS:**

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**>> IMAGERY:**

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**>> LOGO SAMPLES:**

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# DAY 3

## LOGO

### FORMULA





# DAY 3: HOMEWORK

» **LAYOUT:** Start with the elements of Day 2, and it's ok to be messy.

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» **ORGANIZE:** Pull elements you like together, bring in your brand colors.

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» **GRAPHICS:** Bring in icons or art and work them into some ideas.

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» **OPTIMIZE:** Make variations of your logo to use in various layouts.

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# DAY 4

## DESIGNER DEMO DAY



