WORKBOOK



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

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DAY 1: NOTES

DAY 1: HOMEWORK

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

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

>> WHERE: will you be using your logo?

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

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



DAY2 BRAINSTORMING YOUR LOGO

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DAY 2: NOTES

DAY 2: HOMEWORK

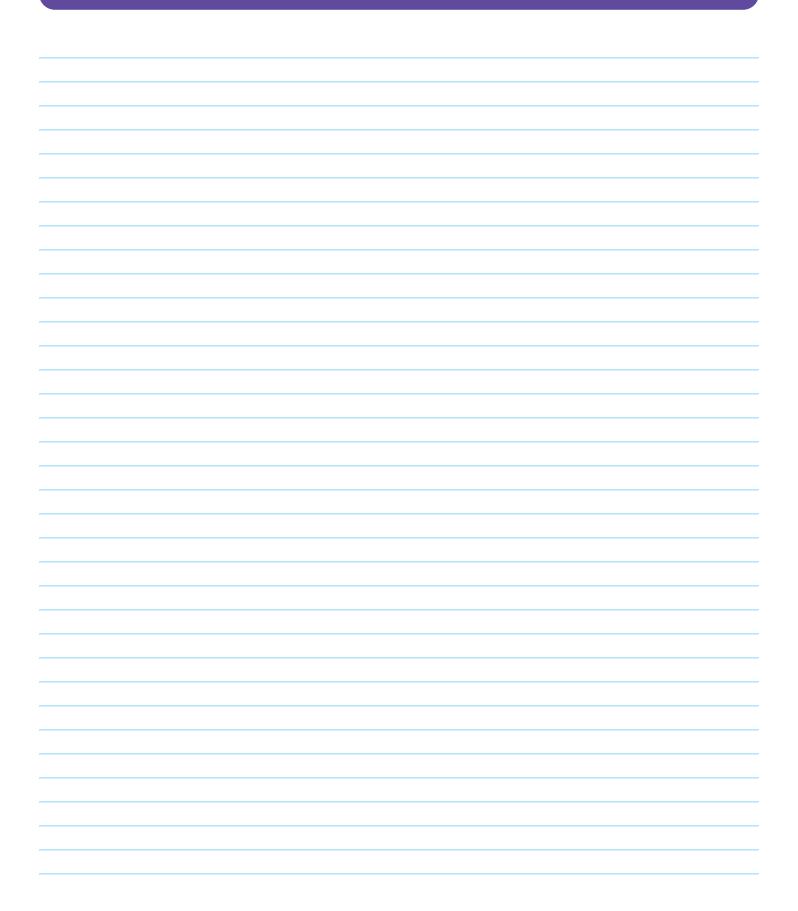
>> NAME and TAGLINE:
>> FONTS:
»> COLORS:
>> IMAGERY:
>> LOGO SAMPLES:



DAY3 LOGO FORMULA

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DAY 3: NOTES



DAY 3: HOMEWORK

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

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

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

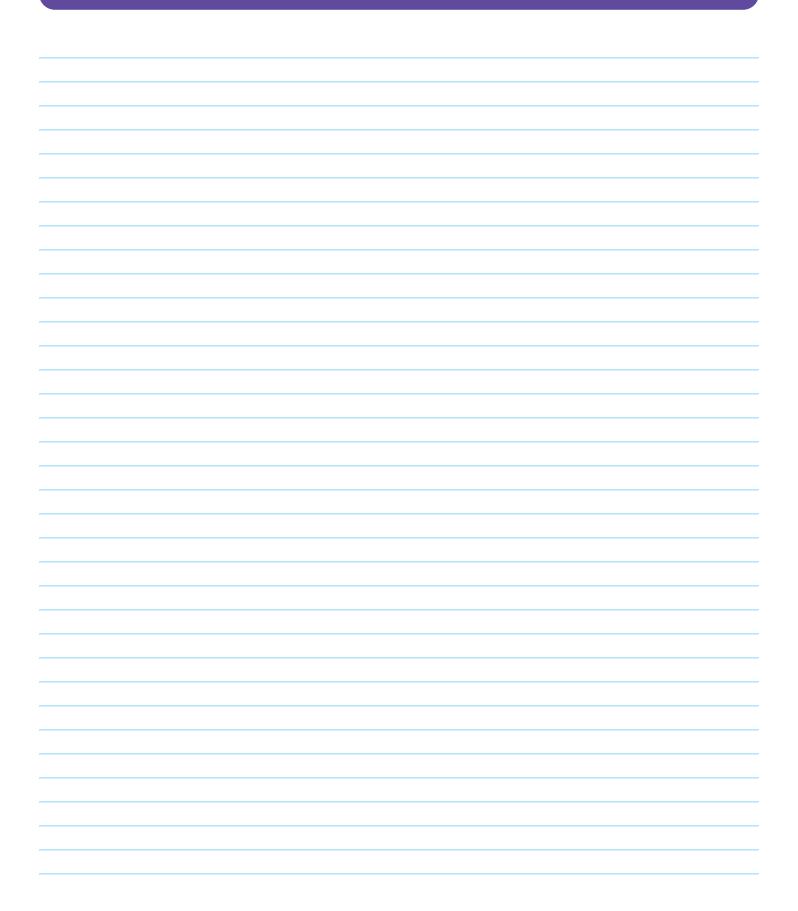
>> OPTIMIZE: Make variations of your logo to use in various layouts.



DAY4 DESIGNER DEMO DAY

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DAY 4: NOTES



DAY 4: HOMEWORK

>> DESIGN YOUR LOGO:

Pen and paper. Electronically. Go get it done!

Work up some ideas from what you have pulled together today.

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