



Activity 15: Your Company Name and Logo

Name: _____ Class _____ Date: _____

Creating a business name and logo that grabs customers' attention and makes them remember you is a vital part of developing your business concept. You can name your business almost anything you want and use almost any type of symbol or graphic design for your logo. However, it is your responsibility not to encroach upon or violate another company's trademarked name or logo.

Print the worksheet below and use it to help develop a company name and preliminary drawings or sketches of your proposed logo. If you are taking this course for a grade or for credit, you will turn in this assignment to your advisor or teacher. Be sure to keep a copy for yourself, so you can refer to it in coming lessons.

NOTE: While this is a fill-in form, we recommend you print first, since you will be sketching logos in some of the spaces.

1. In the left column of the table below, list at least 3-5 businesses that sell similar products/services to your business. In the right column, describe each company's logo including its size, color, and general design. If possible, collect samples of each company's logo and attach them to this worksheet.

Competitor's Name	Description of Competitor's Logo

(This is a fill-in PDF form. You may type your answers into the blanks, then print. Or you may print the form and fill it in by hand. For course credit, submit the form to your teacher.)

2. In the left column of the table below, list at least 3-5 business names you are considering for your company. In the right column, describe and draw a rough sketch of the possible logo that might go with this name. If you need help, look through the yellow pages of your local phone book for ideas.

Possible Company Name	Description/Sketch of Possible Logo
1.	
2.	
3.	
4.	
5.	

3. Show your three favorite names/logos to at least 20-30 potential customers. Which name and logo seems to get the most favorable response?

1 2 3 4 5

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4. Use the space below to draw a larger and more detailed sketch showing how your business name and logo might appear on your business cards.

5. Do you feel that you have the ability to design your logo and business cards yourself? _____(Yes/No)

If not, who is going to help you produce them in print-ready format?

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