



## Corporate Logo Project



### Intro:

A log is often the most recognizable trait of a company. No one can mistake those “Golden Arches” or that famous Coca-Cola font. Logos combine shapes, colors and fonts to create a brand unique to a company or product. Logos transmit a message about a company before you even look past the “cover of the book” so to speak. If a logo is powerful enough, we can often identify a company instantly.

As you move through this project you should think about the following key questions.

1. **How do shapes and lines convey a message? What kind of message?**
2. **What makes a logo appealing?**
3. **What would your logo look like if you were designing it for a company?**

For some inspiration,

1. Go on your iOS or Android device and download the game “**Logos**”. Play for a while and you will become familiar with the power of “branding”. You will be surprised how many companies and which companies you can identify with little to no information other than a logo.
2. Visit the webpage below to see how we can analyze existing corporate logos and incorporate that knowledge into our own creations.

<http://www.inspirationbit.com/8-bits-of-perfect-geometry-in-classic-logos/>

*Although this website examines several shapes in corporate logos, we will simply look at Triangles for your project.*

### Your Task:

#### Examining other Corporate Logos

- In the computer lab, or using magazines, research triangular logos. Choose three of the categories below and find one logo in each of the areas that contains a triangle in the design. Copy each logo (by computer or by hand) to include on your project sheet. After each logo, on the same page, explain why you think the triangle was chosen to be a part of the logo.

- |                    |                      |
|--------------------|----------------------|
| ▪ <b>Fast Food</b> | ▪ <b>Video Games</b> |
| ▪ <b>Software</b>  | ▪ <b>Superheroes</b> |
| ▪ <b>Sports</b>    | ▪ <b>Cars</b>        |

- Find one company design or logo from any of the categories that contains at least one pair of congruent triangles. Copy it and include it in your paper. On the same page, explain why you think the congruent triangles were chosen to be a part of the design or logo.

#### Designing your own logo

- Use the information you gathered to help you create your own logo containing at least one pair of congruent triangles. Include your polished complete corporate logo on an 8.5 by 11 sheet of paper. This logo can be created using the computer available to you or by hand.
- On another page:
  - Explain why you chose to use the congruent triangles as you did.
  - Explain how you think the use of congruent triangles contributes to the beauty of your logo.



Created by: Mr. Dan New (2012)





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**Your Checklist:** Make sure you have all the following elements before submitting your assignment. These items should be printed, stapled and have the rubric with your name on top.

- The rubric, filled out with the required information. (Checklist checked, self-evaluation complete, name)
- Three corporate logos with at least one triangle.
- One corporate logo with at least one set of congruent triangles.
- Your own logo - hand drawn or computer art, created by you. The logo should contain at least one set of congruent triangles.
- Five paragraphs. One paragraph for each found logo describing their use of triangles and why you think they were chosen as well as your paragraph describing your use of triangles in your logo.

Name: \_\_\_\_\_

### Congruent Triangle Project Rubric Performance Task Assessment List

Element	Possible Points	Earned Assessment	
		Self	Teacher
<b>Completeness</b> The project contains all of the required parts: Rubric, four corporate logos (one with congruent triangles) and their explanations, your logo and its explanation	<b>20</b>		
<b>Technical Accuracy</b> The project follows the directions given correctly. All logos are copied, the explanation on the same page, etc.	<b>20</b>		
<b>Mathematical Accuracy</b> Your researched triangle logos have triangles. Your researched congruent triangle logo and your own logo have congruent triangles.	<b>20</b>		
<b>Neat and Presentable</b> The project is very neat and presentable.	<b>10</b>		
<b>Drawings and Illustrations</b> Any illustrations, photographs, and drawings add to the purpose and interest of the project.	<b>10</b>		
<b>Creativity</b> The project is highly original and creative.	<b>10</b>		
<b>Submitted on Time</b> The project was turned in on time.	<b>10</b>		
<b>Total:</b>	<b>100</b>		