

Logo Challenge

Time: 25 minutes

You need

- ☐ Paper and pencil
- ☐ Colours
- ☐ Ruler

Steps

- 1** Choose a real or imaginary club, such as Robot Club.
- 2** Sketch 5 quick logo ideas using simple shapes.
- 3** Pick the best one and limit it to 2 or 3 colours.
- 4** Draw it neatly, large, and add the name.
- 5** Show it to two people and ask what it says to them.

Before you start: what do I think will happen?

My observations

Table 1. My 5 logo ideas

Idea	Shapes I used	Colours I used
Idea 1		
Idea 2		
Idea 3		
Idea 4		
Idea 5		

Table 2. What people said

Person	What they noticed first	What the logo says to them
Person 1		
Person 2		

Think about it

Does your logo make sense without words?

What did people notice first?

Draw or stick your work here



Name: _____ Date: _____

Jobspark · Ask a grown-up to help whenever you need.