

Logo Assessment

Plan and produce a suitable logo for a client.

You have a choice of client:

- A. Berney Arms Bird Reserve
- B. Burgh Castle Sailing Club
- C. Hopton Caravan Club
- D. Lound Lakes Fishing Club

The planning section is important - check the markgrid before you start

Success criteria

1. be made 100mm x 100mm at least (you can resize the artboard if you need more width)
2. be made of shapes, lines and lettering only
3. include the name or initials of the organisation
4. include a tag line (slogan) for the organisation
5. include no more than 3 colours
6. be attractive and stylish
7. an image that represents the organisation