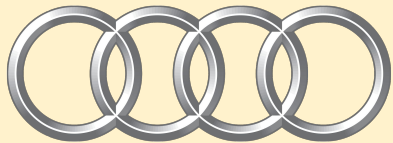


Using logos

Logos are used to identify organisations.

They are part of developing the **brand** for an organisation. The best logos are instantly recognisable



Using logos

Logos are almost always made as **vector graphics**

This is because they can be **resized** and **reused** in many different ways

This means that they are almost always made up of **shapes** and **fonts** – never photos

Using logos



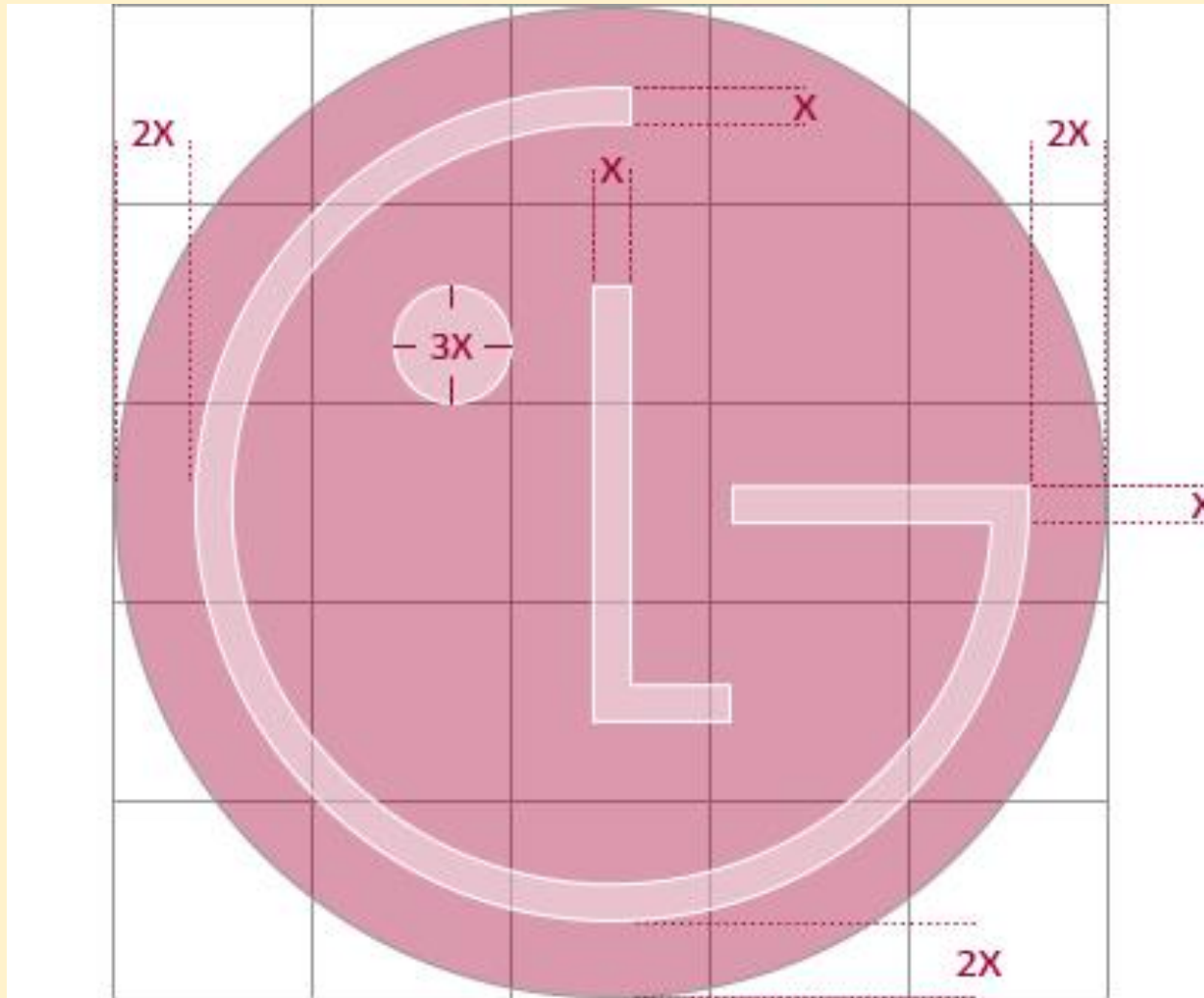
Using logos



Using logos



Using logos



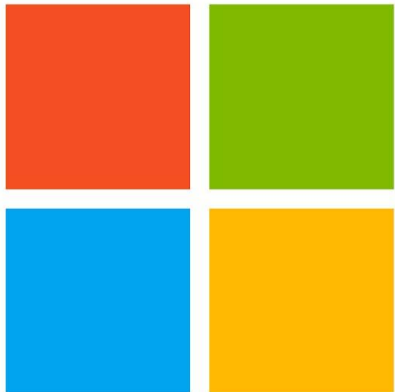
Using logos



Using logos



Using logos



Microsoft

Tasks

1. What are logos used to do?
2. What are most logos made up of?
3. Find an example of an interesting logo. Label it to identify the different shapes and lines that make up the logo