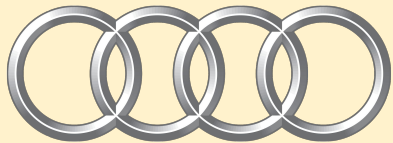


Using logos

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



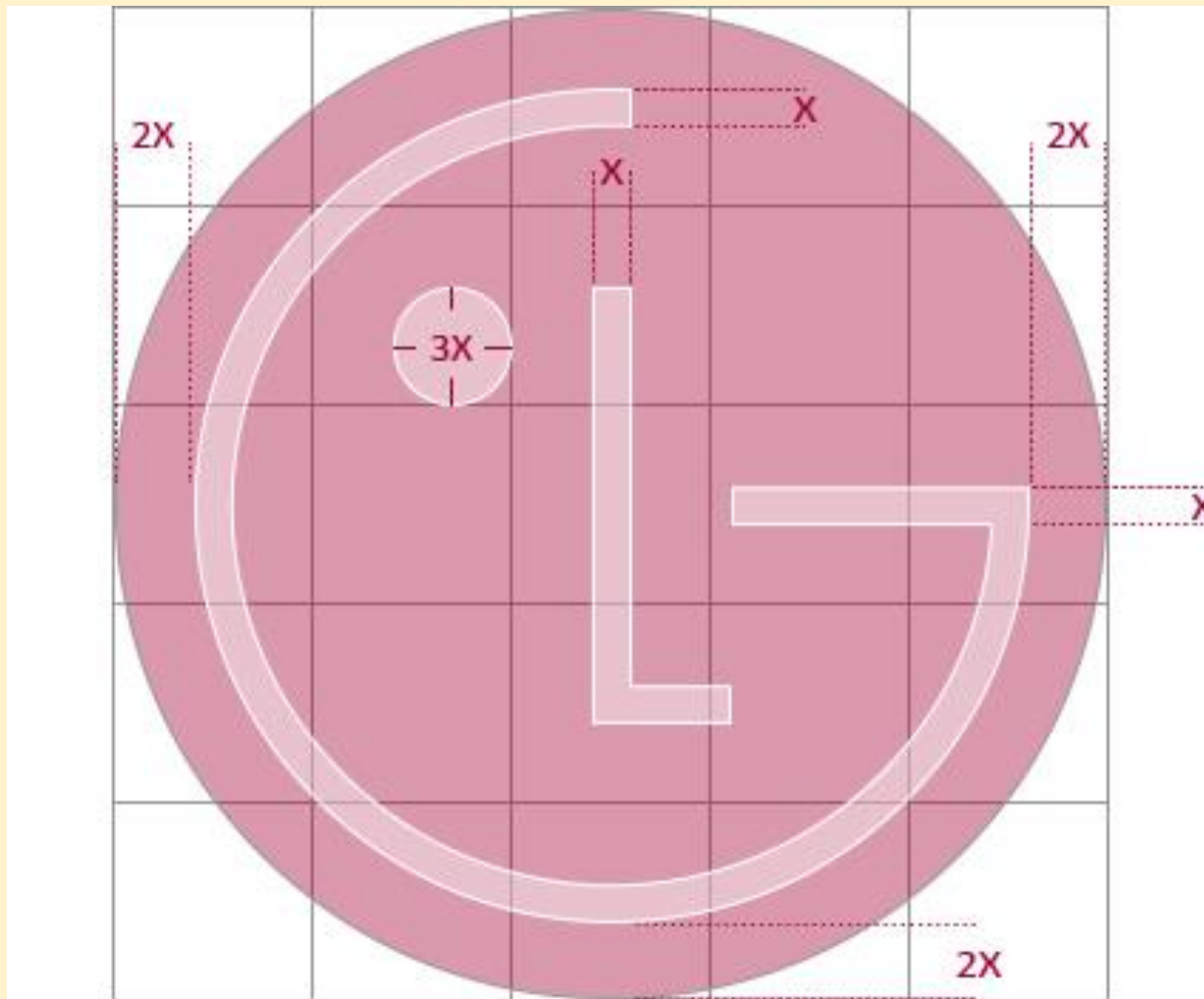
Using logos



Using logos



Using logos



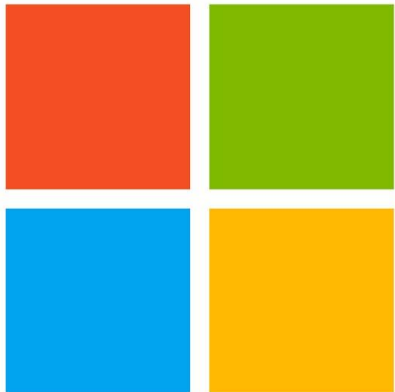
Using logos



Using logos



Using logos



Microsoft