

Logo Design

A company logo provides a visual representation of your brand in the market. It is used in advertisements, promotions, and for many other marketing purposes. This assignment gives you the opportunity to be creative in designing a logo for your café.

Some things to keep in mind when designing a logo:

- Consider that a logo is used in a variety of circumstances, such as websites, ads, packaging, storefronts, and maybe even clothing items. Make it versatile (scalable to different sizes, yet still readable and recognizable).
- Your logo ideally should look good in both black & white and color.
- Keep it simple: remember this is how people identify your brand, so don't clutter your logo with unnecessary images and/or text.
- Try to make a connection between your product and your logo that will make sense to your target customer.

You may use any graphics program to design the logo but the submitted logo must be in electronic format (suggested format is .jpg or .png). If you are entering the logo in the simulation, you will need to upload it to a public server or image hosting site (such as, Flickr, Shutterfly, Picasa, PhotoBucket, etc.), then copy the URL for the image. You can then paste the URL into the logo input box in BizCafe.

