

Part 2 – Logo

Designing your team identity

Goal

All sports teams should have a recognizable logo that fans can identify with, and your team is no different. In this project, you will develop a team logo to use with different documents throughout the project, one that fans will recognize and immediately connect to your team.

Complete this form by answering the questions below, then carefully sketch three (3) possible logo designs for your dream team in the boxes provided. Be sure to incorporate your team colors, team name, and graphic element into your logo design. Using illustration or digital publishing software, you will be design each logo and selecting one to use throughout this project.

<ol style="list-style-type: none">1. What is the name of your team? 2. What are your team's colors? 3. What is your team's nickname (if applicable)?	Design 1
Design 2	Design 3

4. Save the first version of the logo as Version 1 Logo, the second version as Version 2 Logo, and the third version as Version 3 Logo in your project folder.
5. Using Microsoft Word, insert all three logos in proportion on the page. This will allow you to print and review all three versions of the logos.
6. Carefully proofread your work for design, format, spelling, and grammar.
7. Save the document as Possible Logos.
8. Print the document and survey your classmates and instructor, asking them to select their favorite logo.
9. Save the chosen logo as Final Version Logo. Be sure to save the logo in a format that will allow it to be placed as an image in other software applications. For example, jpeg, tiff, wmf.

