

Logo Contest

An enterprise has got one, a brand has got one, different sports can be recognized by different ones, you are able to find your way with the help of special ones - and a special interactive school project also needs one: **a logo**.

What exactly is a logo and what is it good for?

A **logo** is a graphic mark or emblem specially designed and commonly used by commercial enterprises, organizations and even individuals to aid and promote the instant public recognition of their products. Think for example of “Coca-Cola” as a written name or the “Mercedes Star” as a symbol. Commercial logos are often designed to make customers identify with a product and transport its incomparable characteristics.

A car is just a car, but a car equipped with the star logo is supposed to be something special, something out of the ordinary, a soft drink is just a soft drink, but....

In any case a well-designed logo helps you to orientate yourself, to distinguish between similar things so that you can easily remember and keep them in your mind for a longer time than just a name or an idea. It is a “picture” that transfers a visual message that can be read and understood all over the world even by illiterates. In order to link the logo with the product or message in the public mind it should have a simple and distinctive form, free of specific cultural or other connotations “So far – so good.”

Please be aware of the fact that a logo always deals with the imagination and desires of a target group. And the “problems” that are addressed by a logo (think for example of “amnesty international”) are a much more complex subject than any logo could show. That’s why a logo is always a simplification of it. It tries to show one of the main aspects or gathers several aspects in a nutshell. But it’s a sign or perhaps a trademark that makes things unique and incomparable.

Task:

- Create and design a logo for our Comenius Project.
- Make the project name “Enter” visible showing only some aspects of what the project is about.
- Think for example of the benefits or/and dangers of modern media.
- Don’t try to visualize every aspect, choose one significant one and design a picture.
- It should be simple and poster-like, easy to understand and recognize in order to leave a direct and ever-lasting impression in one’s mind.
- Don’t use too many details (pictures or words),
- Your logo can be purely graphic (symbols/icons) or composed of the project name.
- Search the Internet for examples of logos before you start using “google pictures” for example.
- Elaborate your draft on your computer or scan it and put it into a digital format so that the webmaster can use it without any problems.

Deadline is the November 15th 2011. Please hand them in to your teacher!

Your logos will be assessed and the best ones awarded at the Edinburgh meeting in November.

Awards: 3 vouchers from Amazon (20€, 15€ and 10 €)

Have much fun!