

What purpose does a logo serve?

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What purpose does a logo serve?



What purpose does a logo serve?



What can a logo communicate?

What purpose does a logo serve?



What can a logo communicate?



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What can a logo communicate?



How are logos different from other forms of images?

What purpose does a logo serve?



What can a logo communicate?



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How are logos different from other forms of images?



Create a version of your logo that uses squares or rectangles



Create a version of your logo that uses circular forms that uses circular forms



Create a version of your logo that uses triangular forms



Create a version of your logo that uses an abstract symbol



Create a version of your logo that uses one image to create another



Create a version of your logo that plays with negative space



Create a version of your logo that uses initials



Create a version of your logo that plays with letterforms

