Choose the best logo
Create a Logo for the Olympics in 2012

Your school has been asked to celebrate the Olympics in 2012 with a number of events. Design a logo to put in advertising, on the Website and letters.

Challenge: Once you have finished designing your logo, think about how you can reduce the cost of using it...

Hints
When designing your logo: Keep It Simple and use strong colours.
Curves are friendlier Sharp Edges are strong.

Think about your fonts...
Traditional Children Friendly Old Fashioned informal Fun & Sunny

Discuss
Have a look at http://www.google.co.uk/doodle4google/ and assess the quality of logos in previous competitions. What do you think they will ask you to do in 2009? Do you think you could design a logo that could win?
Teacher's Notes

Logo Choice
Ask students to choose what they think is the best logo. Number 2 is the official logo of the games, but 50,000 people signed a petition to say that they did not like it. Why do they think that is? A part of the reason might be the spiky nature of it.

Logo Design
Logos are generally designed in Vector packages such as Adobe Illustrator or Fireworks. If you do not have a commercial package then Inkscape is a good free alternative and is available at: http://www.inkscape.org/ (Available for PC, Mac and Linux)