

## Logo Contest

Everybody knows Nike's "Swoosh", the Coca Cola logo, the logo of the European Football League UEFA or Aldi's logo. Life is made easier by logos, as they help you to identify things more easily or to find your way.

So, our European school project needs one, too: **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.

*Commercial logos* are often designed to make customers identify with a product and transport its incomparable characteristics.

Just think of the "Swoosh" which represents a brand, which is supposed to be something special, something out of the ordinary, dynamic. Sport shoes are just sport shoes, but ....

In any case, a well-designed logo helps you to orientate, 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. I
- ➔ To be remembered, it should have a **simple and distinctive form**, free of specific cultural or other connotations.
- ➔ A logo always deals with the imagination and desires of a target group is always a **simplification** of something more complex. It tries to show one of the main aspects or gathers several aspects in a nutshell in a unique and incomparable.

### Task:

- ✓ Create and design a logo for our Erasmus+ Project.
- ✓ Make the project name "#hashtag#" 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 everlasting 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.
- ✓ If you use a designing software, make sure it creates a vector image – it allows the picture to be resized without losing its initial quality.
- ✓ 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: November 20th 2018.

The two best logos from each country will be assessed and the best ones **awarded** at the Bad Tölz meeting.