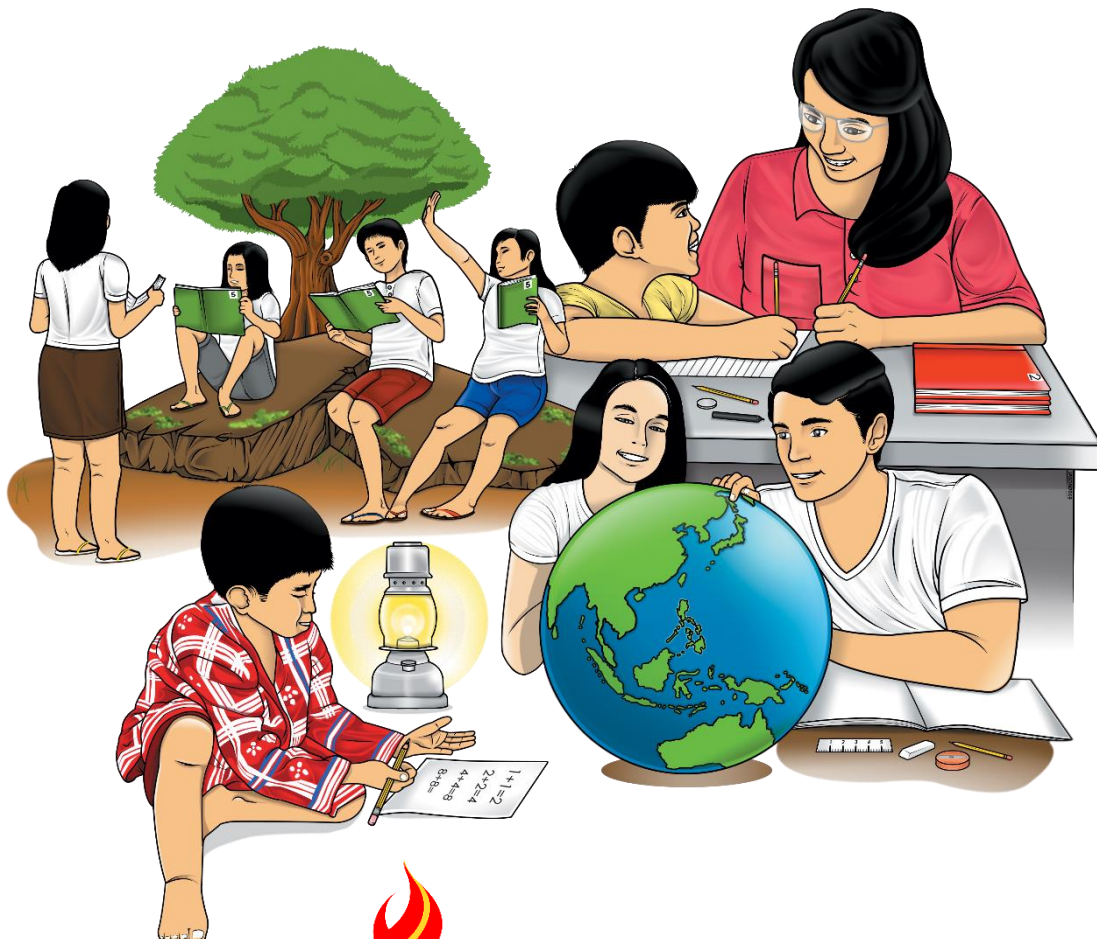


6

MAPEH - Arts

Quarter 1 – Module 6: Ideas About Logo



MAPEH - Arts
Alternative Delivery Mode
Quarter 1 – Module 6: Ideas About Logo
First Edition, 2020

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MAPEH - Arts
Quarter 1 – Module 6:
Ideas About Logo

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

This module is designed and written with you in mind. It is here to help you master the Ideas About Logo. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

The module aims that a learner explains ideas about the logo (A6PR-Id) and it is divided into three lessons, namely:

- Lesson 1 – Types of Logo
- Lesson 2 – Logo Design Making Ideas
- Lesson 3 – Drawing an Example of Logo Design

After going through this module, you are expected to:

1. identify the types of logo;
2. explain ideas about logo design; and
3. draw an example of a logo design.



What I Know

Read the statements carefully. Write True if the statement is true and False if it is not. Write your answer on a separate sheet of paper.

1. Mascot logos are logos that involve an illustrated character.
2. Monogram logos or lettermarks are logos that consist of words.
3. A school logo is an example of emblem.
4. Pictorial marks or logo symbols is an icon-or graphic-based logos.
5. Abstract logo marks compress your brand into multiple image.
6. Seals, badges and crests are example of mascots.
7. Combination mark is consisting of lettermarks only.
8. Wordmarks logo is also called font-based logo.
9. Mascots allows you to create something truly unique to represent your brand.
10. Wordmarks logos are logos consist of an icon or graphic.

Lesson

1

Logo Design: Types of Logo

In this lesson you will know what are the types of logo. A logo is an image that symbolizes your business. Though they're all combinations of letters and images, each type of logo gives your brand a different feel.



What's In

Read the statements carefully. Write ✓ if the statement is correct and x if it is not. Write your answers on a separate sheet of paper.

1. Lines and shapes are needed in making logos.
2. A logo uses one color only.
3. Think about all things in doing your business identity.
4. Symbols are not needed in a logo.
5. Color makes a logo more attractive.



Notes to the Teacher

Provide clear instruction to the learner before giving this module. The teacher will also provide another worksheet for the activity in "What's More". Guidance and monitoring to the learner is needed to accomplish this module and help him/her to understand and do the task successfully. There must be a day scheduled every week to check the progress of the learner and have personal contact to him/her.



What's New

Match the logo design in column A to the descriptions in column B. Write your chosen letter on a separate sheet of paper.

COLUMN A

1.



2.



3.



4.



5.



6.



7.



COLUMN B

- A. Illustrated Character
- B. Combination of lettermark and pictorial mark or mascot
- C. Badges, seals and crests
- D. Unique Logo
- E. Font-based Logo
- F. Icon or Graphic-based Logo
- G. Lettermark Logo

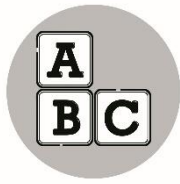


What is It

A logo is a combination of text and visual imagery that serves two purposes. It tells people the name of the company and it creates a visual symbol that represents your business. Some logos have powerful symbolic association connected to people's memory.

Seven Types of Logo

1. **Monogram logos** (lettermarks) are logos that consist of letters, usually brand initials.
2. **Wordmarks** (logotypes) is a font-based logo that focuses on a business' name alone.
3. **Pictorial marks** (logo symbols) is an icon-or graphic-based logo.
4. **Abstract logo** marks it condenses your brand into a single image. It also allows you to create something truly unique to represent your brand.
5. **Mascots** are logos that involve an illustrated character.
6. **Combination mark** is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot.
7. **Emblem** consists of font inside a symbol or an icon; think badges, seals and crests.



What's More

Word Search Puzzle

Find and box the words from the word box. Words maybe horizontal, vertical, or diagonal. A separate sheet for this activity will be provided to you.

WORD BOX	
Monogram	
Wordmarks	
Pictorial marks	
Abstract	
Mascots	
Combination mark	
Emblem	

C	B	G	H	J	T	Y	O	P	L	M	G	S	E	Q	W	T	Y
O	V	T	Y	N	M	L	D	W	E	Z	A	M	F	T	Y	P	L
M	M	Z	V	X	B	N	R	T	Y	U	S	A	H	Y	J	K	B
B	V	O	N	D	T	E	R	Y	I	O	N	S	N	M	Y	T	V
I	T	D	N	U	P	L	M	R	D	G	B	C	Y	H	N	Y	O
N	R	C	G	O	Y	N	H	K	U	A	L	O	F	R	Y	E	C
A	F	R	H	T	G	S	X	T	G	J	B	T	A	E	W	C	T
T	V	J	J	W	O	R	D	M	A	R	K	S	T	U	B	M	A
W	B	Y	U	G	A	F	A	G	R	U	J	I	T	B	F	R	D
O	Y	O	O	A	Z	T	U	M	V	H	N	G	F	R	C	R	T
N	O	P	P	Q	Q	Y	H	N	K	U	L	F	G	H	A	S	T
M	A	N	L	U	G	J	Y	F	T	K	L	A	D	E	R	C	V
A	P	I	C	T	O	R	I	A	L	M	A	R	K	S	V	T	T
R	Z	T	A	G	W	F	U	O	P	X	C	H	K	L	R	T	Y
K	R	H	R	J	C	B	T	U	M	K	A	Q	S	F	R	T	H
B	Y	N	T	P	E	M	B	L	E	M	V	M	L	H	V	D	T
S	B	F	U	L	D	W	T	G	Z	S	H	J	K	D	E	F	B



What I Have Learned

The Seven Types of Logo are:

1. Monogram logos (lettermarks)
2. Wordmarks (logotypes)
3. Pictorial marks (logo symbols)
4. Abstract logo marks
5. Mascots
6. Combination mark
7. Emblem



What I Can Do

If you were given a chance to make your own logo for your own restaurant, what kind of logo do you want to make?



Assessment

Multiple Choice. Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. Which is NOT a type of logo?
 - A. mascots
 - B. wordmarks
 - C. monogram logos
 - D. restaurant
2. A logo that consists of letters, usually brand initials is called _____.
 - A. mascots
 - B. emblem
 - C. combination marks
 - D. monogram logos
3. _____ is a logo comprising of a combined wordmark and a pictorial mark, abstract mark or mascot.
 - A. combination mark
 - B. emblem
 - C. mascots
 - D. abstract logo mark
4. Wordmark is a _____ logo that focuses on a business name alone.
 - A. monogram logos
 - B. font-based
 - C. image-based
 - D. none of the above
5. The logo that involve an illustrated character is _____.
 - A. abstract logo mark
 - B. wordmarks
 - C. mascots
 - D. combination mark



Additional Activities

Select from the given 7 types of logo and make your own logo from your desired product.



Answer Key

What I Can Do

Answers may vary

Assessment

1. D
2. D
3. A
4. B
5. C

What's New

1. C
2. D
3. E
4. F
5. E
6. A
7. B

What's More

What I Know

1. True
2. True
3. True
4. True
5. False
6. False
7. False
8. True
9. False
10. False

What's In

1. ✓
2. x
3. ✓
4. x
5. x

References

Illustrations retrieved from, unless otherwise stated:

<https://99designs.com>

<https://www.fotosearch.com>

<https://www.startus.com>

<https://seeklogo.com>



What I Know

Read the statements carefully. Draw 😊 if the statement is true and ☹️ if it is not.
Write your answer on a separate sheet of paper.

1. Logo helps a customer to identify its product.
2. Logos should be simple and easy to remember.
3. A good logo has excess effects.
4. Your logo reflects your own personality.
5. Create clear and recognizable logo.
6. Logos should be relevant to what type of product or services you offered or sell.
7. Product logos can draw interest to your prospect customers.
8. Details of your logo is not important in your product or business.
9. Black and white version of your logo is unnecessary.
10. Logos should be easy to reproduce in any forms.

Lesson

2

Logo Design: Ideas of a Logo Design Making

In this lesson you will know the ideas about logo design. A logo can be described as the face of a company. It is much more than just an image; it is a point of recognition for clients and an important foundation for branding of your company. A well-designed logo is an easy way to convey to potential customers that your business is professional, trustworthy, and provides quality goods or services.



What's In

Draw a ♥ if the description matches to the type of logo it refers to and ○ if it is not. Write your answer in a separate sheet of paper.

1. Mascots involve an illustrated character.
2. Monogram logos are icon-or graphic-based logo.
3. Combination mark consists of letters only.
4. Emblem are badges, seals and crests.
5. Wordmarks are font-based logo.



Notes to the Teacher

Provide clear instruction to the learner before giving this module. Guidance and monitoring to the learner is needed to accomplish this module and help him/her to understand and do the task successfully. There must be a day scheduled every week to check the progress of the learner and have personal contact to him/her.



What's New

Identify the logo of the following business or products. Match the Column A to the correct logo on Column B. Write your answer on the separate sheet of paper.

COLUMN A

1. Coffee Shop
2. Grocery Store
3. Cellphone Repair Shop
4. Laundry Shop
5. RTW Shop

COLUMN B

- A. 
- B. 
- C. 
- D. 
- E. 



What is It

LOGO DESIGN IDEAS FOR DESIGNERS

A logo is the best representation of any brand or business. It's not just a random image – it's the very symbol that reminds people who you are, what you do, and how you can help them.

KEY FACTORS IN CREATING A LOGO

1. Relevant/Appropriate

Your logo should be an appropriate reflection of your industry, suitable for its intended audience.

2. Describable/Legible

Provide solid version of your logo without excess effects. A logo has clear lines that the viewer can identify before losing interest in complex artistry.

3. Memorable/Timeless

Your logo is useless if your target market can't remember it. That's why a simple, original design is most effective.

4. Effective Without Color

Prepare black and white version of your logo. This is not only ensuring your logo is readable and effective in black and white print ads, but is also important for certain promotional supplies where your logo can only be 1 color.

5. Scalable/Versatile

Logos should be simple and easy to reproduce across a variety of media and applications.



What's More

Put Me a Logo

Now that you have an idea on how to create your own logo, look at the following establishments that have no logo for its identity. Put the appropriate logo on it to help customers identify the services and products they are offering. Write the letter of your chosen answer on a separate sheet of paper.

				
1. Restaurant	2. School	3. Barber Shop	4. Shoe Store	5. Beach Resort

A.



B.



C.



D.



E.





What I Have Learned

The key factors in creating a logo are:

- ✓ Relevant/Appropriate
- ✓ Describable/Legible
- ✓ Memorable/Timeless
- ✓ Effective without color
- ✓ Scalable/Versatile



What I Can Do

Your family is planning to put up an eatery in your place. From your ideas in creating a logo, create a logo for your eatery. Consider the factors that you have learned.



Assessment

Write ✓ if the statement is true and x if it is not. Write your chosen letter on a separate sheet of paper.

1. Logos should be simple.
2. Colorful and lot of designs are the most effective logo.
3. A logo must be unique, can stand from other and easy to remember.
4. Logos should be appropriate to your business or products being sold.
5. Details in creating logo are not important.



Additional Activities

Interview someone who is an owner of any establishment in your town. Ask him/her how they get the ideas in creating their logo and how it helps them in promoting their products or services offered.



Answer Key

<p>What I Can Do</p> <p>Answers may vary</p> <p>Assessment</p> <p>1. ✓ 2. x 3. ✓ 4. ✓ 5. x</p>	<p>What's New</p> <p>1. B 2. C 3. E 4. A 5. D</p> <p>What's More</p> <p>6. D 7. B 8. C 9. E 10. A</p>	<p>What I Know</p> <p>1. ☺ 2. ☺ 3. ☺ 4. ☺ 5. ☺ 6. ☺ 7. ☺ 8. ☺ 9. ☺ 10. ☺</p> <p>What's In</p> <p>1. ♡ 2. ♡ 3. ○ 4. ○ 5. ♡</p>
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References

Illustrations retrieved from, unless otherwise stated:

<https://99designs.com>

<https://vectorstock.com>

<https://shutterstock.com>

<https://freepik.com>

<https://creativemarket.com>

<https://www.pinterest.ph/pin/197736239872927012/>



What I Know

Read the statements carefully. Write True if the statement is true and False if it is not. Write your answer on a separate sheet of paper.

1. Logo is the product of designer's creative mind.
2. In drawing a logo sketching is the first thing to do.
3. Following key factors in creating a logo is ineffective.
4. Make many sketches and scribble for your logo.
5. Logo designing is through the use of computers and applications only.
6. Drawing a logo is enjoyable.
7. We can create logos through online applications.
8. Sketching logo design is a way to create a unique logo.
9. Choosing the right color for your logo represents your product message.
10. Brainstorming is needed to create effective logo design.

Lesson

3

Logo Design: Drawing Example of a Logo Design

In this lesson you will know how to draw a logo. A logo is an image that symbolizes your business. Though they're all combinations of letters and images, each type of logo gives your brand a different feel.



What's In

Write ✓ if the statement is correct and x if it is not. Write your answer in a separate sheet of paper.

1. Logo should be appropriate to your product or services offered.
2. Colorful and has many effects logo is the most effective.
3. A logo must be clear and easy to recognize.
4. Successful logo is known by anyone.
5. Details of a logo are not important.



Notes to the Teacher

Provide clear instruction to the learner before giving this module. The teacher will also provide another worksheet for the activity in "What's More". Guidance and monitoring to the learner is needed to accomplish this module and help him/her to understand and do the task successfully. There must be a day scheduled every week to check the progress of the learner and have personal contact to him/her.



What's New

Choose icons below to create a unique logo for your own business. Draw it on a separate sheet of paper.



What is It

Sketching is a favorite way for graphic designers to come up with some quick and unique ideas. This way, the designers know what is in their mind regarding a particular subject. These instant sketches are different design concepts, which can be developed into a complete logo design.

Start off with a pencil sketch. In the beginning stages, don't press down too hard. Use light, smooth strokes for sketching.

How to draw a logo for your own business or product?

Step 1. Draw a circle. You can use any circular objects as your pattern.

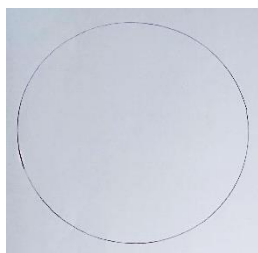
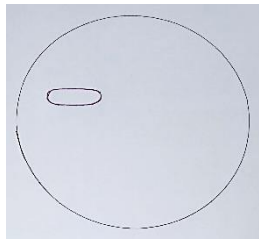
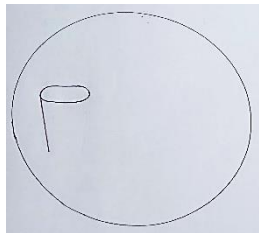


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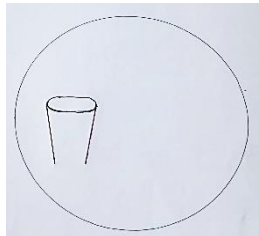
Step 2. Inside the circle draw an oblong shape on the left side.



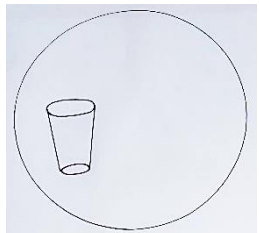
Step 3. Make a slant vertical line in the left side of the oblong.



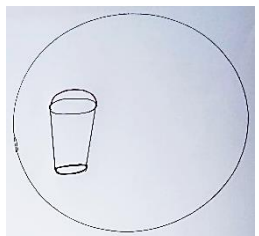
Step 4. Now do the same thing on the right side of the oblong.



Step 5. At the bottom of the line connect the two slant lines by putting a smaller oblong.

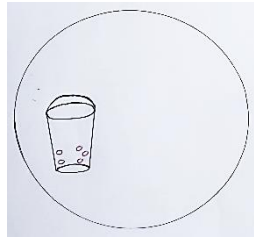


Step 6. Then, make a curve line above the big oblong.

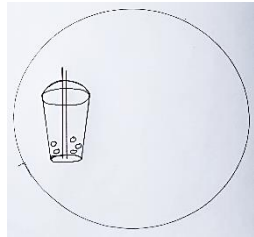


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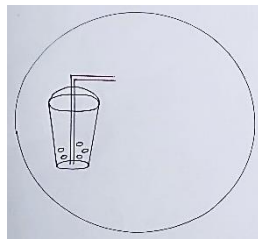
Step 7. Draw five pieces of small circles inside.



Step 8. On the center, draw two straight vertical lines.



Step 9. Now connect additional two horizontal lines that connects to the two vertical lines.



Step 10. Write your desired name for your business or product.



Step 11. At the bottom of the circle draw two horizontal lines.



Note: All illustrations on this page were created by Susalyn G. Abucay

Step 12. Make a greater than sign on the left side of the line and less that sign on the right side of the lines to connect them.



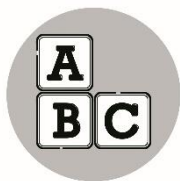
Step 13. Write the word “Milk Tea” inside.



Step 14. Using a pen or a marker finalize the lines to make your logo sketch permanent.



Step 15. Color your logo to make it attractive and unique. You can use color pencils, markers or crayons.



What's More

Draw a logo of your favorite superhero. Use a bond paper for your output.

Note: All illustrations on this page were created by Susalyn G. Abucay



What I Have Learned

Sketching for logo design is a way to create a unique piece of design work. It is a trial-and-error process. With the help of sketching you can have some sense of how your logo design should finally look like. Aspects of logo designing such as knowing the brand and its message and target customers are considered for sketching.



What I Can Do

Ask for a copy of your school logo. Practice sketching the logo to enhance your skills in sketching. Draw your output in a bond paper.



Assessment

Rate the outputs of the pupils based on the given rubric below.

Criteria	5 Very Evident	3 Evident	1 Not Evident
1. Follows all the steps correctly.			
2. All principles and process of sketching the logo are present.			
3. Shows creativeness and neatness.			
4. Finishes the output on time.			



Additional Activities

Practice sketching the logo below to improve your skills in logo design making.



Illustration by Susalyn G. Abucay



Answer Key

<p>What's New</p> <p>Outputs may vary</p>	<p>What's In</p> <ol style="list-style-type: none">1. ✓2. x3. ✓4. ✓5. x	<p>What I Know</p> <ol style="list-style-type: none">1. True2. True3. False4. True5. False6. True7. True8. True9. True10. True
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References

Illustrations retrieved from, unless otherwise stated:

<https://designhil.com>

<https://pixabay.com>

<https://easydrawingtutorials.com>

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