

## Lesson Plan 3 - Creating a Logo

Your company logo is not something to take lightly. If used correctly, it will appear on every marketing piece in order to increase branding effectiveness. How can you best create a logo and use your logo as a tool to increase sales?

**Objective: To understand and applying the understanding and techniques need to build a quality company logo.**

### **Day 1 - Local Entrepreneur - Joel McGuire- Ironbound Studios**

**Class Discussion** - Watch video - [Ironbound Studios: Making Movies in Chisholm](#) - [Making it Up North](#)

Class discussion questions: Why do you think that new businesses are so important to the Iron Range? What are some obstacle to the success of this business? Why do you think that directors would want to film in Chisholm or in this facility?

Pull up the web site on the smart board - [Ironbound Studios](#) - Class Discussion Questions:

What are your thoughts about their logo? What do you think would be important in creating a logo? Where do you think a logo should be used? What do you think about the video on the home page? How do you think the business was started? What do you think the space was used for previously? Can you think of other ways to use this space or to market to the current customer profile?

**Group Discussion** - In groups of 2-3 come up with a list of three do's and three don't for creating a logo.

**Class Discussion** - Discuss the group findings.

**Day 2 - Joel is coming in to talk to the class about Ironbound Studios. After telling his story, the class will have some preassigned questions including:**

Can you tell us about the process used to create your logo? What do you like about your logo and what do you dislike? Would you ever consider changing your logo? Do you use your logo on all of your marketing efforts. What is the most difficult part of running a business? What do you say to aspiring entrepreneurs to best prepare them for running a business? Can you tell us how the negative publicity from the following story has affected your business? What has your company learned from this situation? [Fraud Charges on former CEO/President Jerry Sappala](#)

**Day 3 - Students learn about the process of creating a logo**

**Student Assignment** - read the handout [Creating a Logo](#) and rate the Ironbound Studios Logo from a 1-10 according to this handout. Also, determine what kind of logo this is and reasoning behind your rating.

**Group Discussion** - Get in groups of 2-3 and share your findings with your group. After you are done, ask your group for some ideas about your company logo.

**Class Discussion** - Groups share their findings along with at least one idea from another person on their logo design.

#### **Day 4 - Students learn about what makes a good logo**

**Student Assignment** - read handout - [Best and Worst Corporate Logos - Logaster](#)

**Class Discussion** - What did you learn about the actual designing of the logos? What information was similar to your last handout? What was some of the new information that was useful? Which logos did you like the most and least and why?

**Student Assignment** - Use the Logaster site to start working on your logo. Click on “get started” and pick some basic information about your company (name and type of log). You may use other online sites or design your own custom logo.

#### **Day 5 - Student logo presentations**

**Student Assignment** - student presentations of logo. Answer the following questions along with showing the class your new logo in Google Slides.

- Why did you choose this type of logo?
- What do you like about this logo?
- What are you concerned about regarding this logo?

Be sure to write down class and teacher suggestions and immediately make any changes that you are in agreement with.

#### **Resources:**

##### **Web Site**

[Ironbound Studios](#)

##### **Youtube/Video**

[Ironbound Studios: Making Movies in Chisholm - Making it Up North](#)

**Handouts/Slides**

[Creating a Logo](#)

[Best and Worst Corporate Logos - Logaster](#)

[Fraud Charges on former CEO/President Jerry Sappala](#)