

Download or Create the Frillio's Pizza Logo



TASK AND PURPOSE:

To help Frillio's Pizza establish a professional business image and to become easily recognizable in the minds of consumers, create and design a logo for Frillio's Pizza. Or, download the official Frillio's Pizza logo from the Frillio's Pizza Web site at www.frilliospizza.com.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A logo is a name, symbol, emblem, or trademark designed for easy and definite recognition. In short, a logo is one of the most important elements in defining an image for a company. A logo can contain text, graphics, or a combination of both.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR LOGO:

Note: You can skip this section if you will be downloading the Frillio's Pizza logo.

1. Be sure that your logo is not too complex. The best logos are those that are easy to read and recognize.
2. Use only one typeface (font) in the logo.
3. A logo should look good at any size. Keep in mind that your logo will be included in just about every document throughout this simulation.
4. Consider using the Frillio's Pizza slogan, "The best pizzeria in town," in your logo design.
5. Develop three to five different versions of your logo. Seek the opinions of your instructor and classmates to help you select the final version of the logo to use throughout the remainder of the simulation.

