

# Changemakers: Building Your Personal Brand 2023-24

## Activity: Logo Design Examples

Spend 20-60 minutes producing some design ideas for ONE of the companies listed below. You should consider conducting research into the intended demographic of the service or product, design theory principles, colour use, appropriate fonts, related themes / imagery and composition when producing ideas in order to develop effective logo proposals.

You do not have to compose a final draft in this time. It is more important to come up with a range of possible idea iterations that you might want to develop at a later stage. This should serve as practice for your logo design and development work (which is part of Assignment Component 2 of the module).

### STRIKE ACTION!

A brand new bowling alley & entertainment arcade providing fun for all the family

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### THE ENTERTAINMENT & EATERY OF LADY LOVELACE

A Steampunk and Victoriana themed restaurant and cabaret

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### TIME TRAVEL TRANSPORT

An international transport company providing express delivery services since 1985

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### CAMPAIGN Z

A paintball & outdoor activity centre with a post-apocalyptic zombie theme

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### PUNKJUNK LTD.

A fashion label specialising in alternative styles and retro/vintage clothing first established in 1979

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