

Logo/Letterhead

PART 1:

1. Choose a business. **CIRCLE YOUR CHOICE!**

- a. Ice Cream Parlor
- b. Clothing Store
- c. Hunting Outlet

2. Name your business. _____ **Sketch!**

3. Create a logo in Illustrator.

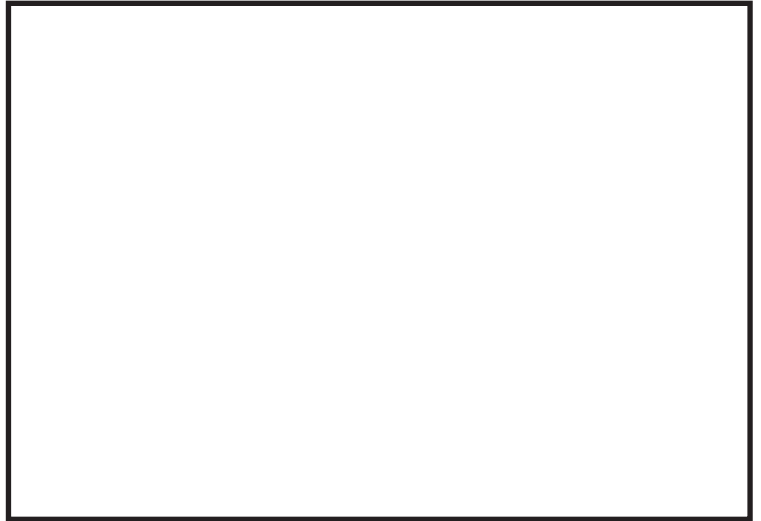
- a. Research logos online

4. Logo must include the following:

- a. Shape must contain a graphic style
- b. Text must have a **STROKE**
- b. Appropriate Colors & Font
- c. At least 2 shapes
- d. **MUST LOOK PROFESSIONAL**

E. MUST FIT INTO A 3 X 2 RECTANGLE

-CAN RESIZE AFTER CREATING IT!



5. Sketch your idea in the box:

6. Save on the network in the LOGO file AS A **JPEG**

PART 2:

1. Create a letterhead in InDesign using your logo.

2. Drag your logo from Illustrator to InDesign. **DO NOT PLACE!!**

3. The letterhead must include:

- a. Matching font and color schemes
- b. Business Name
- c. Business Address
- d. Business Phone & Email
- e. Drop Shadow
- f. Stroke around Text

4. The letterhead should stop before the 2 1/2 top margin.

5. Save on the network under Letterhead- **PRINT IN B & W**

6. Staple this sheet, the grading sheet, and the B & W printout to this page and turn in!