Team Logo

Designing your team identity

Goal

All sports teams should have a recognizable logo that fans can identify with, and your team is no different. In this project, you will develop a team logo to use with different documents throughout this simulation, one that fans will recognize and immediately connect to your team.

SKILLS UTILIZED

Use graphic design software to create a professional team logo.

Tactics

- Take your time in designing your team logo, as it is the most important element in creating your team's identity and image.
- Use the Internet to find logos of professional sports teams and analyze their designs. Take note of the fonts and colors each team uses.
- Identify one or two fonts to use.
- Incorporate your team colors.
- Find a graphic that will help fans identify with your team.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file *PG-2 Planning Form* from the *Planning Forms* folder located in *The Dream Team* folder.

2. Follow the instructions provided and complete the form by sketching three different team logos.

3. Using an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software, create each logo as a separate file from the sketches on the *PG-2 Planning Form*.

   ⚠️ *Be sure to design your logos large enough in size so that they can be resized and scaled without losing quality and resolution.*

4. Save the first version of the logo as *Version 1 Logo*, the second version as *Version 2 Logo*, and the third version as *Version 3 Logo* to *The Dream Team* folder.

5. Using Microsoft Word, insert all three logos in proportion on the page. This will allow you to print and review all three versions of the logos.

6. Carefully proofread your work for design, format, spelling, and grammar.

7. Save the document as *PG-2 Possible Logos*.

8. Print the document and survey your classmates and instructor, asking them to select their favorite logo.

9. Upon your instructor's approval, retrieve the approved version of the logo file and save it as *PG-2 Final Logo* to *The Dream Team* folder.

   ⚠️ *Be sure to save the logo in a format that will allow it to be placed as an image in other software applications. For example, JPEG, TIFF, or WMF.*

10. Print a copy of the final logo if required by your instructor.

🔍 *Review Joe Gendron's three logos and note the one that was approved to use for his dream team.*

On the Field with Joe Gendron

Creating the logo for a sports team is extremely important. To make sure he made the correct choice in logos, Joe created the three logo designs shown below. He surveyed his classmates and instructor before deciding on his final design.

Version 1 Logo

Version 2 Logo

Version 3 Logo

BIRMINGHAM BULLDOGS

BIRMINGHAM BULLDOGS

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PG-2 Possible Logos

Version 3 is the approved team logo for Joe Gendron's dream team!

Use Joe Gendron's logo for inspiration to design your own. Do not duplicate Joe's work.