

# Logo analysis

- 1  Choose a logo you like and analyse it, then share your research with the class.

Designer/s: .....


Date of completion: .....

Colours: .....

Design scheme: .....

Type/lettering: .....

Say if the logo has the five features which make a good logo: simple, memorable, timeless, versatile, appropriate and explain whether and why it fits all of them or just part of them.

- 2  Write the body copy you would choose in a. and b. cases. Remember that the body copy is the section of the advertising that focuses on providing the actual details related to the product or service. When written effectively, the body copy serves to inform customers of what the product is, how it is used and why the product should be purchased. It is usually accompanied by provocative headlines and eye-catching graphics that attract the attention of potential customers.

Example of a body copy for a new soap-free hair and body cleansing gel.

This soap-free formula gently cleanses and transforms your hair and skin without irritating them. It does not sting the eyes: lacrimal pH. Its formula minimizes the risk of allergic reactions

- a. Your cosmetics firm wants to sell its new perfume for men: "Prince Charming".
- b. You have just perfected a toy car which brakes when told to.

