Companylogo

With a logo you can much without saying anything. You can lift certain values of your company. It´s important to express what your company stands for, it´s corevalues. What is your image? What is your vision?

In an standard modern town you will find about 300 brands. They are in the stores, online, in the magazines and in commercials. The supply constantly grows and there is a need now to be able to separate brands from one another in order to find what you are looking for!

We humans realized the value of a logotype then the industalisation occured, once the massproduction started creating multiple products that looked the same so the costumer couldn´t divide them from one another.there was nothing that made sure that the costumer would find their way back to a certain product among all the products that looked the same. This lead to loss of income for the big companies. The worlds first brand became Bass Ale in England year 1875.

Your assignment will be to create a logo to a company. I will later in the text present three different companies for you to choose between. They are three different companies with different backgrounds and values.

Company 1: Royal Dress

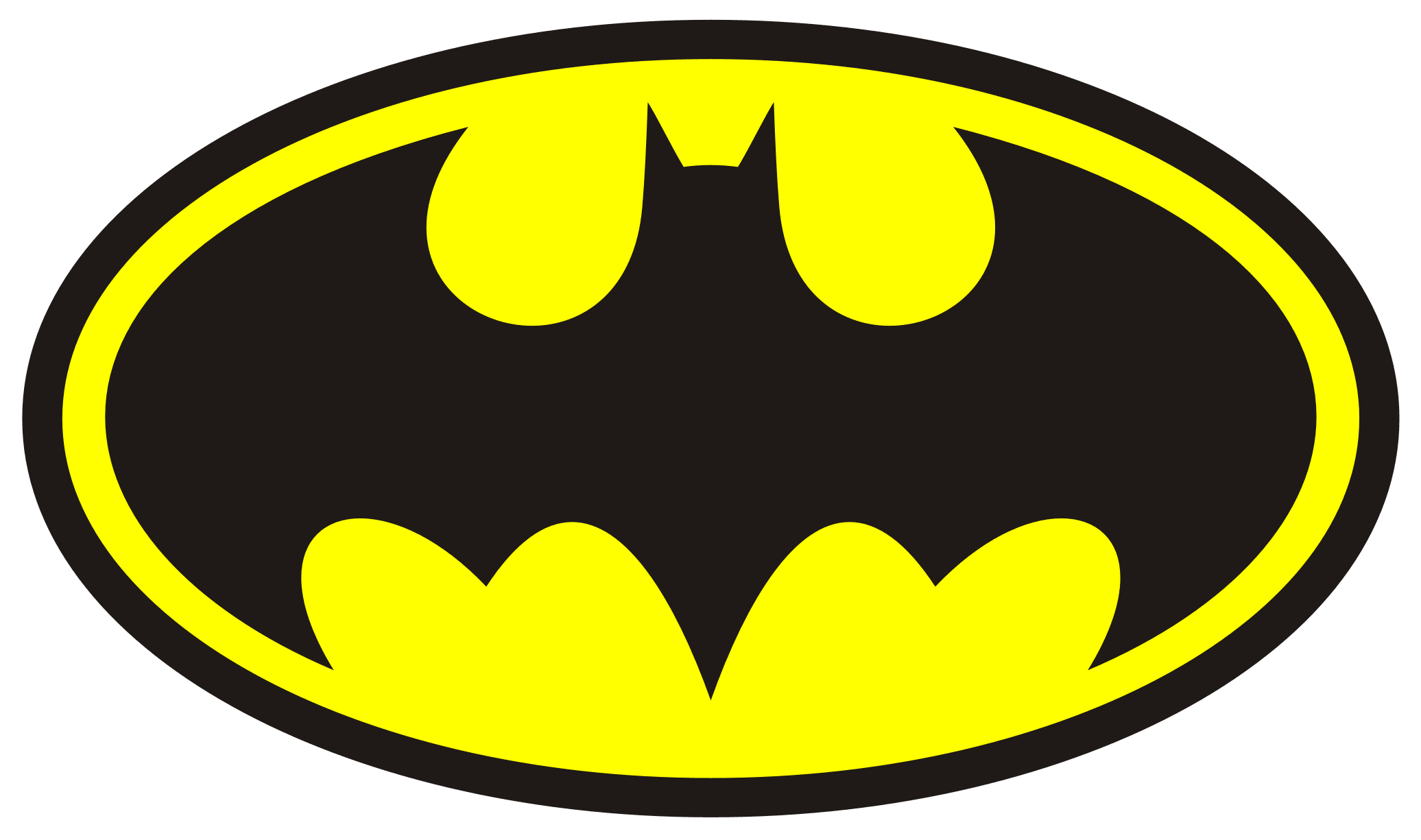
Clothingstore that will open now in spring. They specialize on fine clothing to weddings, galas and dinners. They only sell environmentally friendy clothes and aim for the international market.

Company 2: Swemak

A chaity that´s spent the last two years tying to save a lakes natural eco-system up in the north. They have done well and want to expand and make this possible in other parts of the country. In order to do so they are going to do some advertising and are in the need of a logo.

Company 3: Welded together

A practised welder want to open his own company. He´s 42 years old and hopes that this will some day become a familycompany since his son also works as a welder and his daughter is studying to become a specialist welder. He wants a logo that will stand out but still be timeless so it can stay with the company many years to come.

This assignment will be handed in to your teacher, you will send your logo and a letter describing what company you picked, how you chose to illustrate it and why.