

## Logo Project, part 1: [55 Tips for Making Logos](#)

1) What does it mean to make your design **active**? (Tip #19) What makes the Twitter Design look **active**?

2) What is a **lockup version**? (Tip #29)

3) Do people usually like new logo ideas or dislike them? (see Tip #42) Explain why.

Below, list 10 of the 55 tips that you think are really important to remember in designing a logo. Show that you read **all of them**.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_

On the back, give me 2 **pencil sketches** of your preliminary idea for a product logo.