LOOKERS INTO BOOKERS

CREATING A BRAND LOGO WORKSHOPS FOUR

YOUR BRAND LOGO

With this section, we are going to help you stand out from the crowd. I've invented a simple way of illustrating how well your competitors currently stand out. This method also shows how you sit alongside your competitors' logos.

Place the logos around the colour-wheel that matches the predominant colour used in their logos. Do you see any pattern to how your competitors are using colour?

Print out the colour wheel on the next page.