Design Your Own Food Logo

A logo becomes the identity of the company.

It should be designed to capture the attention of customers.

A good logo can make your product immediately recognizable.

Important Elements for food logos:

1. **Color** – Consider using warm and vibrant colors in food logos because warm colors such as red instantly draw attention. The warmth of red, yellow, brown, or orange can create excitement. Having the hottest of the warm colors can represent the power of your business as well. Logo color is the first line of non-verbal communication. Often these warm colors are paired with cooler tones or set off with black contrast or accents.

2. **Font** – Choosing the right font for the food logo is itself a great skill and science as different fonts represents different emotions - casual, dramatic, or even elegant. Font for food logos need to be simple. Simplicity and clarity can create a striking visual effect thus making the logo stand out.

3. **Style** – Style in food logos should express and maintain the personality of the product. The style should give the same impact when reproduced in several products or packages. The entire idea should be to create a passion or hunger in the customers who see the logo.

Assignment:

Create a logo and include your slogan on an 8½ x 11 sheet of paper.

A rough draft should be hand-drawn, but your final draft may be done using a computer and any graphic design software you wish to use.