

DEVELOPING A CHARITY LOGO FROM AN EXISTING LOGO

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

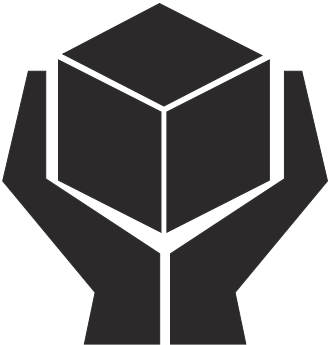

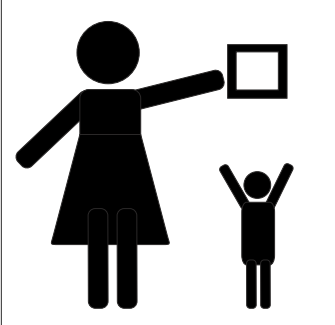
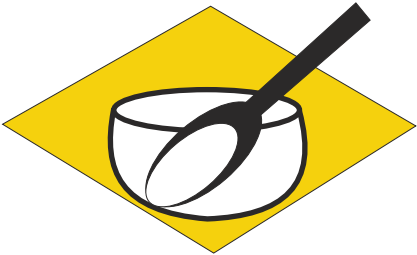
This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet .

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Using the following logos / symbols, convert each one so that they are suitable for the listed fictitious charities. The first logo / symbol has been completed for you, as an example.

EXISTING SYMBOL	CHARITY	EXPLANATION
<p>HANDLE WITH CARE</p> 	<p>NURSING CARE</p> 	<p><i>The existing symbol represents hands cradling a package, protecting it. I have altered the symbol so that the hands are cradling or protecting a person. I think the new symbol is suitable for a charity called Nursing Care, because it clearly represents what the charity aims to do.</i></p>
<p>KEEP OUT OF REACH OF CHILDREN</p> 	<p>MUMS AND CHILDREN</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>INGREDIENTS</p> 	<p>FEED THE WORLD</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

In your opinion, which of your new symbols is the is the most memorable?

Why is it important for charity symbols to be recognised quickly?