**Use the following outline to create your own logo. Note, this is the creative process you should use any time you create a logo and can even transfer to other design work. Utilizing this process should help you to develop a skill to be able to design for the most challenging customers. You have to practice the process so that it works for you when you have a design “creative block”. I will not accept your final logo unless you have provided examples of all of your work for this process. 47 points**

1. **Design Brief:**
   1. What colors accurately represent your personality (1)?
   2. List at least 3 important issues/concepts/themes in your life (3)?
   3. List at least 3 personality traits you have. When designing your logo, your fonts, artwork, and overall style should reflect your personality in a professional manner (3).
2. **List of 3 company logos you referenced (3)**
3. **Brainstorming (3)**
4. **Draw 10 Sketches of your logo ideas (10 pts).**
5. **Create at least 3 of your logos in black and white (3 pts).**
6. **Choose one of them and manipulate the type or forms in 10 different ways (10 pts).**
7. **Choose one of them and add color in 10 different ways (10 pts)..**
8. **Choose your final and make any additional changes (1).**