## Lesson 9 – Bit:Bot Race Car Project – Branding

## Getting Started

The logo you develop will give your business or project its identity: the logo is the visual building block of your **brand**. It often says something about the brand and what it thinks is important about itself – its **ethos**

Most famous brands have become instantly recognisable and this will help customers recognise your company or product.

**How many of these brands do you recognise?**



## Success Criteria

* Apply your understanding computational thinking and programming skills to achieve a goal
* Understand why branding is important
* Develop a logo and brand idea for you racing team

## Pro-tip

## Think about all those sports and clothing logos you wear. The best most memorable logos and brands are simple: they stick in your mind and become instantly recognisable

* Single colour or limited colours usually work better and have the benefit of being cheaper to produce
* Decide on a colour theme
* Remember that a logo should be as identifiable in black and white as it is in colour

**KISS – Keep It Super Simple**

## Test Time

Swap designs with a partner annotate two good features and one improvement that could be applied to the design

Ask yourself the following questions?

1. Does it include the name? Does it need to?
2. Does it represent what you’re developing or the ethos of your team?
3. Am I reliant on colour? Will it be just as effective in black and white?
4. Why will people remember you design?

## Stretch Tasks

## Once you’ve drawn your design then start looking at how this could be developed in software:

* Research the difference between vectors and bitmaps
* Why is it important that logos can be scalable?
* What file types are best used to create scalable files?
* The graphics package you choose should be able to create vector images to make sure your logo is scalable

## Final Thoughts

* During today’s lessons we have looked at the importance of branding and how this can represent the image of our company or team. We have looked at common logos and considered the similarities in design
* We have designed a logo for our team/brand and have looked at how we can create this using a graphics package
* We have gone on to consider the difference between vector and bitmap images and the impact this will have on our designs