

Lesson 4: Company - Who am I?

Name:

Class:

1. Can you correctly identify the following well known organisations?

	Logo	Business Name		Logo	Business Name
1			7		
2			8		
3			9		
4			10		
5			11		
6			12		

2. How important are colours for brand recognition?

3. What are the common colour characteristics of each logo you identified? (e.g. use of primary, secondary colours)

4. Why would this be a consideration in designing websites?

Compare your answers with your classmates.