Lesson 4: Company - Who am I?

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| **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** |  |  |

1. How important are colours for brand recognition?
2. What are the common colour characteristics of each logo you identified? (e.g. use of primary, secondary colours)
3. Why would this be a consideration in designing websites?

Compare your answers with your classmates.