

Type of Business or Organization

It is important to determine what kind of company you will be designing for. It is standard practice for companies to use a logo whether they sell a PRODUCT or provide a SERVICE. Logos aren't exclusive to for-profit companies like Nike or McDonalds. Graphic designers are also hired to design logos for NON-PROFIT ORGANIZATIONS, SPECIFIC PRODUCTS, or EVENTS.




For instance, the 2012 London Olympics was an **event** which used a very distinctive (and butt-ugly IMO) logo.




Taco Bell is clearly a **for-profit business** that sells products.

Check the most appropriate category for each logo.

YOU COMPLETE THIS SECTION



- for-profit business
- for-profit service
- non-profit
- specific product
- event



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