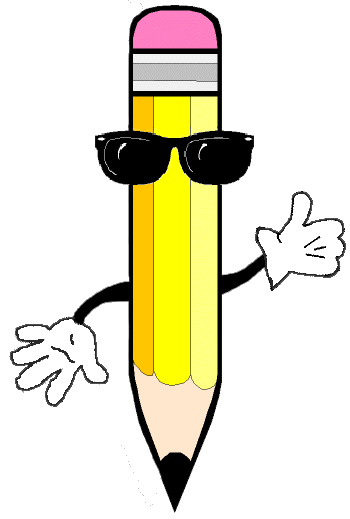
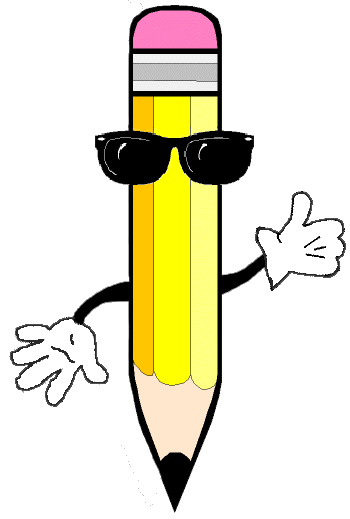
**Community Spirit**

'Community Spirit' is an initiative to bring local communities together by **organising events** and raising the profile of **local charities**.

**Your second task is to design a logo which represents ‘Community Spirit’ and then think of a strapline/slogan that goes with it.**

1. Which colours do you feel are suitable for a logo for ‘Community Spirit’ and why? (Explain your reasons in detail).

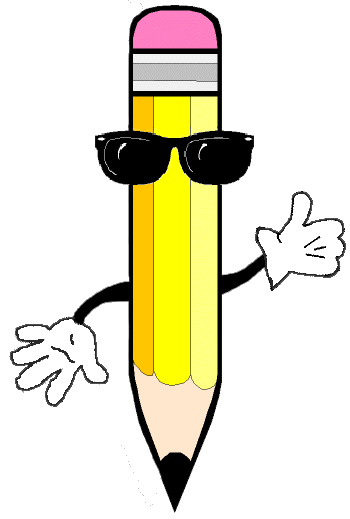
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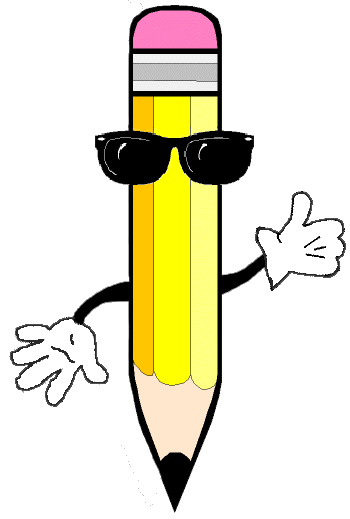
1. The best logos are made from a combination of different geometric shapes such as squares, triangles and circles.

**The designs are simple and they are easy to remember.**

Using different shapes, sketch **THREE** simple logos for ‘Community Spirit’ below:

1. Explain which design you feel best represents ‘Community Spirit’. **Give detailed reasons.**

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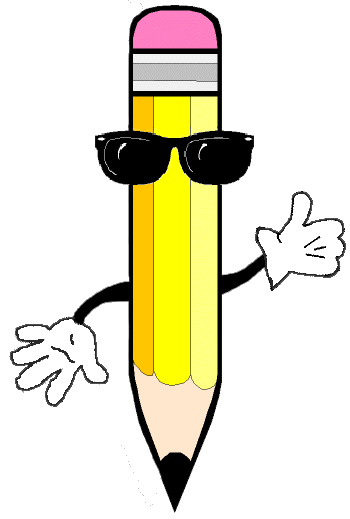


1. Brainstorm **all the words** you can think of which remind you of ‘Community Spirit’. Use an **online** **thesaurus** to help you.

Charity

Helping

**Community Spirit**

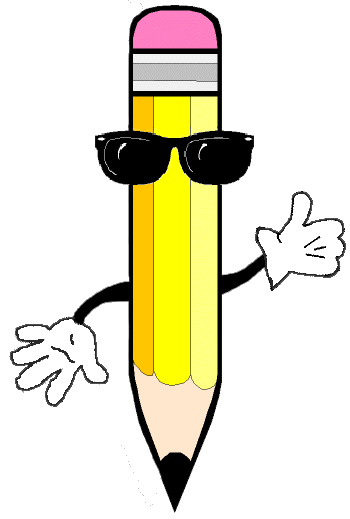


1. Think of a few slogans/straplines for ‘Community Spirit’ and write them down below. **Research slogans for other charities using the Internet to give you some ideas**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



1. Which is the best slogan for ‘Community Spirit’? (Give detailed reasons).

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