

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Business Plan Ongoing Project: Logo & Slogan

**Points: 12**

Design a logo and a slogan for your ongoing project business. Keep in mind the elements of design and the guidelines for designing a perfect logo. You may use any software you have access to when designing your logo. Suggested programs are Canva, Adobe Spark, Logomaker.

Create a slogan for your business. The slogan needs to be short and catchy.

<b>Business Plan: Logo &amp; Slogan</b>					
<b>Criteria</b>	<b>Ratings</b>				<b>Pts</b>
Logo	4.0 pts Excellent	3.0 pts Good	2.0 pts Fair	1.0 pts Needs Improvement	4.0
Slogan	4.0 pts Excellent	3.0 pts Good	2.0 pts Fair	1.0 pts Needs Improvement	4.0
Proofreading	4.0 pts Excellent	3.0 pts Good	2.0 pts Fair	1.0 pts Needs Improvement	4.0
<b>Total points:</b>					<b>12.0</b>