

Personal Logo Project

A **logo** is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization.

For this project, you will create a personal logo with your name (if desired), images, colors, and symbols that represent who you are, your character, your career/professional goal, and/or what is important in your life. You will chose from a list of tools to create your logo.



Then you will write a paragraph about your personal logo with the following:

- a title
- a topic sentence
- descriptions / explanations of the parts of the logo
- a conclusion

You will copy and paste your logo into your paragraph document.

You will then make a presentation to the class in which you introduce yourself, describe and explain your logo, based on your paragraph.

Paragraph Outline:

(heading):

Name

Teacher's Name

Class

Date

Title: _____

My personal logo has _____ symbols: a _____, _____, _____, _____.

First, the _____ represents _____ because.... Next, _____ represents The _____ represents Last, _____ represents ... In conclusion, this logo shows

Instructor's Sample:

[Your name]
[my teacher's name here]
Level 7
June 1, 2021



My Personal Logo

My personal logo has different images and symbols that demonstrate who I am, in particular my passion: my profession. There are four different features in my personal logo. First, I am a teacher; therefore, my logo includes an apple, which symbolizes the teaching profession in the United States for teachers because historically there used to be a tradition that students gave teachers apples on the first day of school. From the 16th-18th Centuries, parents paid educators with foods like fruit because teachers' salaries were too low to meet their basic cost of living needs. During this time in history, apples were considered special because they were expensive, so they were considered kind and generous gifts for teachers. The second feature of my logo is a hand. I chose to include a hand holding the apple because teaching is considered a helping profession. I feel fortunate to have a rewarding career in which I give students "a helping hand." Next, the apple has a heart, and the heart has wings. The heart represents the fact that I have a big heart, in my personal opinion. Another reason why I have included a heart is to symbolize a more personal rather than professional fact: I was born on Valentine's Day. The wings on the heart symbolize my desire to give my students their wings; in other words, by helping students improve their English, I hope that I am providing them a better opportunity to fly and realize their dreams and goals. Finally, the last feature of my logo is the waves in the top right and bottom left. Any student or employee of MiraCosta College will recognize these waves from the MiraCosta logo itself. I have worked at MiraCosta College for almost 24 years now, and it is a place a love, my home away from home. It was my destiny to work at MiraCosta College, and I am so grateful to have a job that I love in a profession that fits me perfectly. To conclude, this logo represents my career in education, which I love, and really how I define myself: an educator.