



# get set

## Exploring colour and font. Project 4

### Activity 1 - colour

What associations do you make with these colours? Do they convey a particular mood or energy?



In your teams, create a colour palette of no more than four colours for your name, logo and branding. Explain why you have chosen these colours.

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### Activity 2 - font

Now look at these fonts. Use five words to capture the mood and connotations of each

*Font number 1*

Font number 2

*Font number 3*

Font number 4

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### Activity 3 - logo

Now come up with a shortlist of qualities that you want to convey in your logo - identify three possible fonts to use in your branding and explain your choices.

Sketch several ideas for logos. Think about the original values you are trying to communicate. Discuss the best ones and come up with a shortlist of three and then make a final decision.