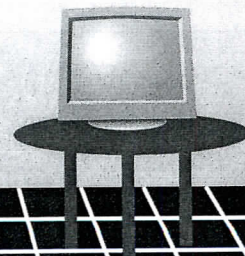
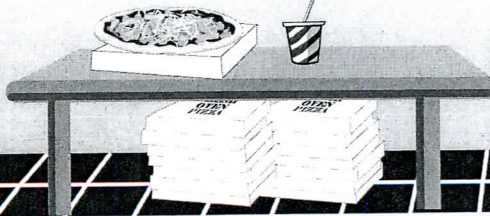
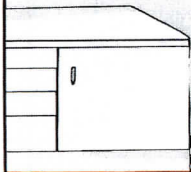
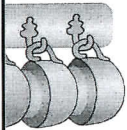
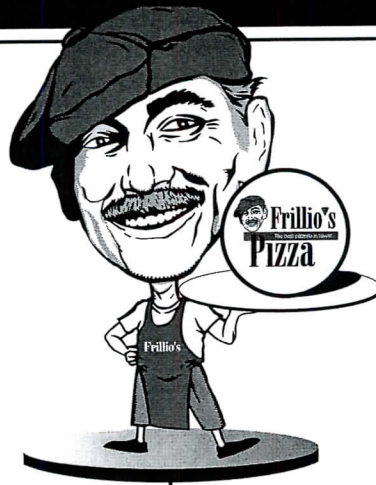


Part 1: Design or Download the Frillio's Pizza Logo

Approximate Completion Time: .5 - 2 hours



Download or Create the Frillio's Pizza Logo



TASK AND PURPOSE:

To help Frillio's Pizza establish a professional business image and to become easily recognizable in the minds of consumers, create and design a logo for Frillio's Pizza. Or, download the official Frillio's Pizza logo from the Frillio's Pizza Web site at www.frilliospizza.com.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A logo is a name, symbol, emblem, or trademark designed for easy and definite recognition. In short, a logo is one of the most important elements in defining an image for a company. A logo can contain text, graphics, or a combination of both.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR LOGO:

Note: You can skip this section if you will be downloading the Frillio's Pizza logo.

1. Be sure that your logo is not too complex. The best logos are those that are easy to read and recognize.
2. Use only one typeface (font) in the logo.
3. A logo should look good at any size. Keep in mind that your logo will be included in just about every document throughout this simulation.
4. Consider using the Frillio's Pizza slogan, "The best pizzeria in town," in your logo design.
5. Develop three to five different versions of your logo. Seek the opinions of your instructor and classmates to help you select the final version of the logo to use throughout the remainder of the simulation.



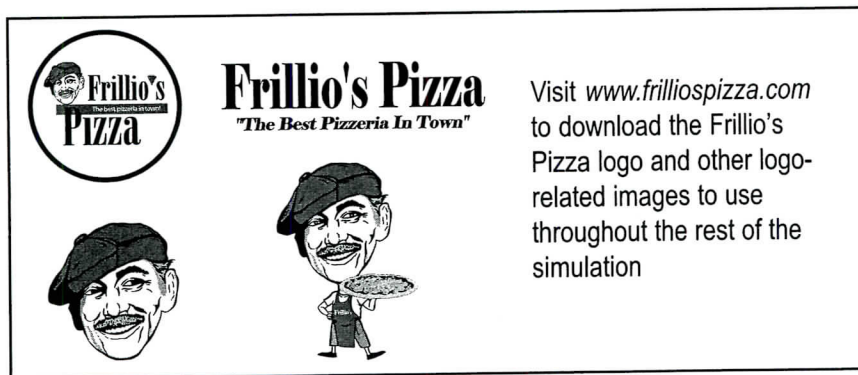
Part 1 Continued - Logo

INSTRUCTIONS:

Depending on your teacher's instructions, you have two options to consider in this section.

OPTION 1: DOWNLOAD THE LOGO

You can visit the Frillio's Pizza Web site at www.frilliospizza.com to download the official Frillio's Pizza logo. It can be downloaded in a variety of different file formats, sizes, and colors. Check with your teacher to see what file formats will work best with your desktop publishing software. Other graphic images such as the Frillio's Pizza text and Joe Frillio are also available on the Web site.



OPTION 2: CREATE YOUR OWN FRILLIO'S PIZZA LOGO

Create a sketch of your logo design on paper first. Be sure that the logo includes the text "Frillio's Pizza" prominently displayed on it.

Since the logo will be used as a graphic image in every document throughout the simulation, it might be best to create your logo using an illustration or drawing software program.

As previously noted, it is recommended that you develop three to five different versions of your logo. Seek the opinions of your instructor and classmates to help you select the final version of the logo to use throughout the remainder of the simulation.

Possible graphic images to consider using in your logo are:

- A slice of pizza
- A whole pizza
- A checkered tablecloth pattern

Save the document as: Part 1 Logo

Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

