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WoDiLab

VISUAL COMMUNICATION

Your Logo – Recognition Mark

ACTION CHECKLIST

☐ **Step 1: Create Your Wordmark Logo**
Choose up to 3 words that describe the *feeling* you want your course to create

☐ **Step 2: Add a Symbol (Optional)**
Search Canva Elements for a simple symbol or shape that matches your course theme

☐ **Step 3: Create Variations**
Duplicate your logo and make 2–3 variations

☐ **Step 4: Export Your Logo**
Check how your logo looks on light and dark backgrounds.

☐ **Step 5: Reflect**
What does your logo communicate about your course and about you?

Step 1: Create Your Wordmark Logo

Choose up to 3 words that describe the *feeling* you want your course to create:

Open Canva → Create a Design → Logo.
Type in your course or brand name. Apply the fonts you selected in your moodboard.

Experiment with size, spacing, and style. Keep it simple, readable and aligned with your visual identity.

Write down your chosen fonts:
Main Font (Title/Headline): _____
Body Font (if used): _____

Step 2: Add a Symbol (Optional)

Search Canva Elements for a simple symbol or shape that matches your course theme (e.g., leaf 🌿, light bulb 💡, pen 🖍️).

Try placing it with your wordmark. Consider different placements: above, beside or between letters.

Note down your choice:
Symbol/Element: _____

Step 3: Create Variations

Duplicate your logo and make 2–3 variations:

- Full logo (wordmark + symbol)
- Wordmark only
- Symbol/initials only

This gives flexibility for social media, print and digital use.

List the variations you created:

1. _____

2. _____

3. _____

Step 4: Visual Moodboard (Simple Version)

Export your logos as PNG (transparent background if available).

Create at least 3–4 color versions:

- Main brand color
- Secondary brand color
- Black
- White

Check how your logo looks on light and dark backgrounds.

Note down your final exported versions:

✓ Main Color: _____

✓ Secondary Color: _____

✓ Black: _____

✓ White: _____

Step 5: Reflect

_____

What does your logo communicate about your course and about you?
How do you feel seeing your own recognition mark?

Reflection:

Bonus (optional):

Upload your finished logo set to the Facebook group or your personal folder.