Step 3. Research

- DIRECTIONS: Use Google's Image Search and find 8 different logos. Then neatly arrange them in Illustrator.
- Print them out, then describe the following for each font:
- What does the color say about the company?
- Describe the font. Why did they choose that style of font?
- What is the target audience? Why do you think that target audience is attracted to about this logo?

1:	2:
3:	4:
5:	6:
7:	8: