Create a **logo** and at least **one advertising media** for your business.

* **Logo** must symbolize your business to the customer. A logo is an identifying symbol for a product or business. A logo is printed on the business’s stationery, business cards, and flyers.

 When a logo has been registered with the US and Trademark Office to protect if from being used by others, it is called a trademark –defined as any word, name, symbol, or device used by a manufacturer or merchant to distinguish a product. The *Nike* “swoosh” is an example of a logo. So are McDonald’s “golden arches.”

* **Advertising media (Flyer)**

 Flyer must contain:

* Business Logo
* Business Name
* Business Address & Phone Number (make up an address, do not use your real address and phone number)
* Business Phone
* Discount or Coupon
* Graphic symbolizing your brand personality to your target market

Print flyer, turn in for grading