

## The 'no-go' logo

Last month's unveiling of the Olympic logo for the London Games in 2012, created by a design agency, started a storm of controversy. What is a fair price to design a logo, and what happens if the client is unhappy with the result?

1 Match the logos in Box 1 with the companies and organisations in Box 2. Which of the logos do you know? Which do you like? Can you describe any more company logos?

[1] an eagle      a crocodile      a tick      five rings  
four circles in a row      red and gold circles      golden arches

[2] McDonald's      Barclays      Audi      Nike  
Olympics      Master Card      Lacoste

2 Skim the blog entries (a–e) below. Which ones are positive about the new logo and which are negative?

Over to you: what's YOUR opinion of the London Olympics logo? E-mail in your thoughts to our blog.	
28/6	(a) In my view, the logo makes no sense; it is incomprehensible. It was a mistake to hire the consultants without seeing an outline of their idea first. Surely it is vital to see what an agency is capable of before awarding a contract. DC, York
30/6	(b) A company logo is probably the most important piece of marketing for any company. It creates the first impression so the shape, color, font type and symbol, should be given careful attention. The consultancy have produced a childish mess. Yes, I would say they have been overpaid. The fee should be withheld. What a complete waste of money. Paul, NYC
30/6	(c) I don't understand what all the fuss is about. This logo will only be used on official merchandise, and we all know that this is over-priced. Corporate sponsors can choose the Olympic Rings, which will always be the main image associated with the Games. Possible sponsors for London can actually adapt this logo - Lloyds TSB have changed the colours to match their green and blue corporate colours. A brilliant idea, ahead of it's time. Rebecca Jones, Birmingham,UK
1/7	(d) The design brief was to 'come up with something new'. The consultants achieved this - this symbol is a breakthrough. In my view, the logo design is modern, brave and flexible. OK – so some people don't like it. They forget the whole point of a logo is to be memorable. The publicity generated by this controversial design is absolutely priceless. Now, everyone is talking about the Games, and not only in the UK. The consultants win hands down. Steve Dalgleish, Paris
1/7	(e) How much should an agency charge for designing a logo? That's an impossible question. Some agencies charge a set fee, around £400.00. A multinational corporation might spend over a million dollars for a new logo, say, after a merger. At the other end of the spectrum, my daughter is a design student and she would do it for free, and then add it to her portfolio. I'd be delighted to organize this for a fee of £400,000 – the same as the London agency. JC, London

3 Read the blog entries again. Which entries do you particular agree or disagree with?

4 Match the words to form collocations from the blog entries.

(a) to design
(b) to award
(c) to hire
(d) to generate

a contract
publicity
a logo
a consultant

(e) set
(f) corporate
(g) design
(h) multinational

corporation
brief
fee
sponsors

5 Work in small groups. You work for a design agency. Read the customer brief below and design an appropriate logo. Be ready to explain the rationale behind your design to the class.

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