

## Logo Analysis Tool: Single Logo

<b>In the logo</b> What do you notice? What are the salient features of the logo? (consider shape, position, color, text)	<b>Behind the logo</b> What messages do these features seem to intend to convey? What information, feelings, or assurances does the logo express?	<b>Around the logo</b> What ideologies/beliefs does the logo tap into or challenge? What contradictions reside in the logo? What larger conversation might the logo be participating in (about the product or company and beyond)?

Write an interpretive claim about the logo that explains the logos messages and connects them to the design elements in the logo: