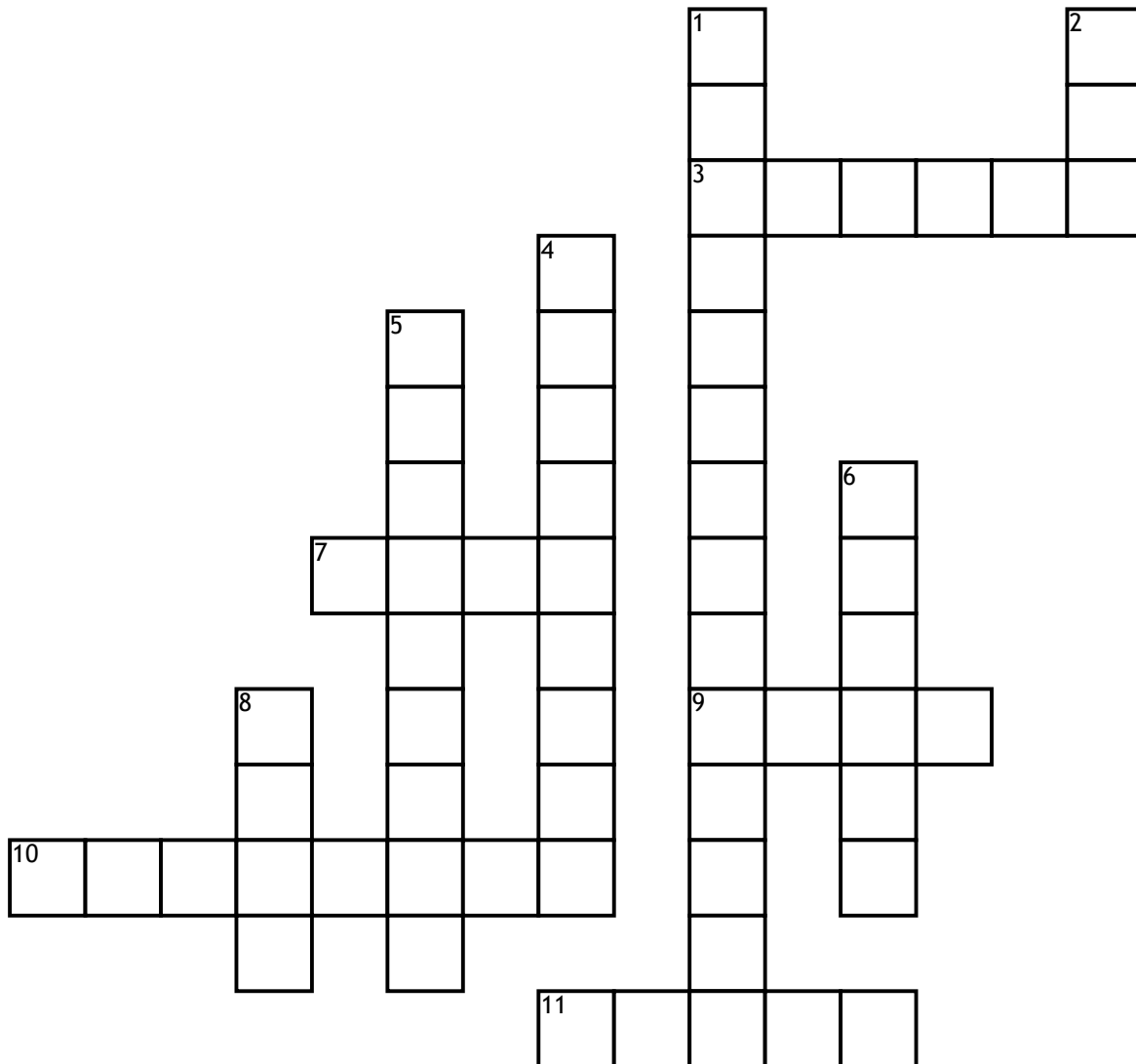


Name: _____

Date: _____

business



Across

3. These logos are images used to help convey a representation of a company or brand without the use of text
7. "just do it"
9. a symbol or other small design adopted by an organization to identify its products, uniform, vehicles, etc.
10. the promotion of a particular product or company by means of advertising and distinctive design.
11. "every little helps"

Down

1. a group of colours from which all other colours can be obtained by mixing.
2. "finger licking good"
4. action or business of promoting and selling products or services, including market research and advertising.
5. famous logo designer - from week 2 lesson
6. a short and striking or memorable phrase used in advertising.
8. a set of type of one particular face and size.