

Creative experiment #1: A great logo takes time

Twelve designers took up the challenge at Actuate, local award winning internal marketing and communications agency, when they hosted a Logo Jam in July.

An invitation was sent out to would-be clients who, for R10*, got to brief in a logo and return one hour later to view the final artwork.

How well did the experiment work? A selection of the logos can be viewed at: [Logo Jam 2013](#)

*All the money that was paid for logos went to charity (and most of Logo Jams' clients put a lot more into the pot).

The logo consists of the words "M!LK" and "&TAXI" stacked vertically in a bold, black, sans-serif font. The exclamation mark in "M!LK" is a stylized dot.

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