

## Title of the Logo – Name of the Logo

### The Logo Research Paper Draft

#### Introductory Paragraph

Three or four sentences

#### Next paragraph

The thesis statement:

My paper will prove the importance of the \_\_\_\_\_ logo. I chose this logo because \_\_\_\_\_. (This is where you catch the reader's attention. Continue with the suspense of why you chose this logo? Keep pulling in the reader in with the bait!) Some of the points I would like to research are: What is the story behind this logo? Who designed the logo? What are the colors and typeface changes that have developed overtime with this logo? What was the thought process behind the development of this logo? How has the logo affected its advertising of the product?

You can also put these questions into statements: I would like to discuss the story behind this logo. (Information to get the reader's attention). I will refer to who designed the logo. I also found the colors and typeface changes over time very important. There was definitely a thought process behind the development of this logo. This logo has affected their advertising the product. I will discuss how they advertise strategies as well.

#### Next paragraphs:

You will discuss each of the thesis statements above.

Thesis statement 1 (Three of 4 sentences - could be more.)

Point 1- Each statement is a point.

Point 2-

Point 3

Point 4

Thesis statement 2 (Three or 4 sentence – could be more.)

Same as above with each point.

Thesis statement 3 (Three or 4 sentences – could be more.)

Same as above with each point.

And so-forth.....

The final paragraph is the conclusion (wait on this part of the paper until you are finished with the above writing.)