**Core research**

**How to brand a company:**

**The first logo was created by Ronald Wayne, one of which co-founded Apple in the early days in 1976, who wanted to represent the law of gravity that is inspired by an apple**. The first image to represent the computer company was Isaac Newton, the man who revolutionised science with his discoveries on gravity.

Reference:

CreativeTM ✏, T.L. (2019). *Apple Logo Evolution — It all Started With a Fruit*. [online] Medium. Available at: https://thelogocreative.medium.com/apple-logo-evolution-it-all-started-with-a-fruit-e976427f5292.

‌“I knew I wasn't making a logo for the 20th century at that time, it was a 19th century logo, but it was fun. Everything we did at the beginning was for fun,” said the author of the logo in an interview published by *Vice* in 2017.

Reference:

infobae. (n.d.). *The story behind Apple’s first logo*. [online] Available at: https://www.infobae.com/en/2022/03/15/the-story-behind-apples-first-logo/#:~:text=The%20first%20logo%20had%20the [Accessed 30 Mar. 2023].

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**7 steps to design a logo:**

Develop your brand identity.

Look for design inspiration.

Choose colors that reflect your brand.

Pick a font.

Create several rough versions.

Get feedback.

Polish your winning design.

Reference:

Shopify. (n.d.). *How to Design a Memorable Logo in 7 Steps (We Make One From Scratch)*. [online] Available at: https://www.shopify.com/in/blog/how-to-design-logo.

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**Background info:**

“Believed to be built in the late 1950s, Formally known as The Peggy Tub Social Club, Woodhouse Hill Community Club in Leeds gives the community a place to go to relax and enjoy a stress-free experience with live music every week and bingo this is a fun place for families. Kids are also welcome with a kid’s room full of games, and a snooker table for the more mature adults. This is a place for friends and family to connect and communicate.”

* Jaden cross former worker in the 198s

**Audience info:**

The age range is 30 – 80-year-olds average

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