**TOPICS AND QUESTIONS FOR DISCUSSION**

**Part 1: Download or create the Frillio’s Pizza logo**

What is a logo?

What is the importance of a logo to a business?

What are some popular logos you can think of?

Do most logos contain graphics, text or both? Why?

**Part 2: Stationery (letterhead, envelope and business card)**

What is business stationery?

What is the purpose of business letterhead?

What is the importance of an envelope to a business?

What is the importance of a business card?

Why should the letterhead, envelope, and business care of a business look relatively similar in design?