Some early records were called 45s because they spun 45 times per minute on a record player. One song, up to three minutes long, fit per side of a 45 record.

Sam Phillips, who started Sun Record Company in Memphis, Tennessee, commissioned his friend Jay Parker to design the iconic logo and label for his records.

Look at the symbols Phillips selected for his logo. How do they represent the name of the company?

NOW IT’S YOUR TURN!
Pretend you are starting a record company, just like Sam Phillips did in 1952.

What is the name of your company? ____________________________________________________________

What style of music will your company release? __________________________________________________

What symbols are important to you? _____________________________________________________________
Draw them! ____________________________________________________________________________________

What colors best represent your symbols? __________________________________________________________

OTHER THOUGHTS: What do you want people to know about your company? How can you make your design memorable? Remember to think about the font or lettering you use, too. Use this space to make notes.
CREATE YOUR OWN LABEL!

HINT: Remember to put your artist's name and album or song title in your design along with your company logo.