



Logo and brand - Activity plan



Description

A classroom activity to explore the value and purpose of creating a business brand with a structured presentation task.

Preparation

- Split learners into groups of 2-3.
- Print logo evaluation chart – one per group.
- Print presentation task – one per learner.
- Print mind map question – teacher only.

Resources

- Logo evaluation charts
- Presentation tasks
- Writing pens/pencils
- IT resources (for presentation task)

Vocabulary

- Brand, logo, business, slogan, customers, identity

Introduction/context

Following on from the Dylan's Trip to the Business Fair story, expand on the concept and vocabulary of brand and logo.

- What is a brand?
 - Businesses have their own identities and even personalities!
 - When you start a business, you can choose to give it a name.
 - When you no longer want to work in the business, you can sell it, or give it away or let someone else be in charge of it.
 - It can continue without you because it has its own identity.
 - The brand is its identity. People think very carefully about how to create the brand so that their customers will be more likely to buy from it.
- What is a logo?
 - A logo is a symbol or image that the business chooses.
 - This image is what they hope their customers will recognise.
 - They want their logo to give their customers a good feeling about their business.

Timing
5-10 mins

Find logos

In groups of 3-4, send learners on a hunt for logos. Ask them to choose 3 logos that they like and bring them to their table.

Timing
10-15 mins

Logo evaluation

Distribute the logo evaluation charts for learners to complete as a group.

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Timing 10-20 mins	Class discussion Group by group, ask learners to informally present their evaluations.
Timing 20-30 mins	Brand mind map As a class choose one well-known business to explore their brand. Write the business name and brand in the centre of the board. Decide, as a class what elements of a business make up their brand (logo, business name, slogan, personality, colours). Explore each of the brand areas and add class thoughts on your chosen brand. Prompt class with probing questions. Example questions have been provided for you.
Timing 1-3 hrs	Presentation task Ask learners to research and present their findings on another brand. The task has been detailed in a separate sheet and can be used as a homework task.

Teacher guide questions

1. What is the logo? Is it an animal, an object, a symbol, a shape?
 - What does the image represent? • What does it remind us of?
2. What colours have they chosen?
 - Why have they chosen those colours? • How do those colours make us feel?
3. How important is a business name? What are the reasons that it might be important?
 - Easy to spell and find on google? • Unique? • Tells customers what they do?
 - Makes us think of something pleasant? Fun? Serious? Healthy?
4. Why do you think they chose that business name?
 - Is it named after a person? • Did they want everyone to know their name? • Is it named after a family?
 - Did they want people to think it is a family business? • Is it called a strange word?
 - What does the word mean? • Have they changed the spelling of the word? Why?
 - Is it simply a description of what they do?
5. What is their slogan?
 - What does it mean? • What does it tell you about the business?
6. What is the personality of the business? Think about things like:
 - Their values – Do they want to seem environmentally friendly? • Do they support charities?
 - Are they family-run? • Are they community-focused? • Their energy – are they fun, or serious?
 - Their quality – are they expensive or budget? Do they offer guarantees?

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	Logo
What is the name of the business?	
What is the product?	
What do you notice about the colours of the logo?	
Is the logo a symbol or icon? Describe the image.	
Does the logo include the business name? Describe the font.	
What do you like about the logo?	
What don't you like about the logo?	
How does the logo make you feel about the business?	



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Presentation

Choose a business that interests you and prepare a presentation for the class.

Your presentation will cover:

An overview of the business

- Who are they? • What do they sell?
- Where do they sell? In your community? All over the country? All over the world?

Their company name

- What did they call themselves and why?

Their logo

- What is it? • What is it supposed to be?

Their colours

- Do they always use the same colours? • Are they dark, light, bright, pale?

Their slogan

- Do they have a slogan? • What is their slogan? • What does it mean?

Your opinion on the brand choices they have made

- Do you like it? • Do you think it makes people want to buy their product?
- Does it help them to be well recognised? • Any other thoughts you have.

You should have 6 slides, one for each of the topics above.

Presentation Tips!

You should write a presentation and a speech.

Your speech should be something you have practiced and understand very well.

Your slides should have short phrases or sentences. Not too many words!

Try not to read your speech from a piece of paper but instead, use the words on the slide to remind you of what you want to say.

Presentations should be different every time you do them because you are talking, not reading. So, don't worry about it being perfect.

This presentation is about what you think, **your** ideas and your opinions. Express yourself.

Try moving around when you deliver your presentation. It helps with the nerves and makes you look more comfortable.

Try to look at the people you are presenting to, as often as you can.

Everyone has a different presenting style. **Find yours and celebrate it!**