

Module 4

WHAT IS MY BUSINESS LOGO?



Watch Module 4 Video at:
www.clubkidpreneur.com/resource-centre/

Keyword:

Logo

A logo is the special symbol that represents your business and makes it memorable.

Logos are used everywhere customers see the business, so it must look good on all business materials like:

- ✓ Signs
- ✓ Advertisements
- ✓ On the products
- ✓ Price tags & labels
- ✓ Business cards
- ✓ Videos
- ✓ Online
- ✓ Uniforms
- ✓ Business stationery
- ✓ And more...

Have a look and see how many different logos you can see on your CK Business Kit materials and notice where they are used.

MEMORABLE LOGOS

A good logo is:

- ✓ Simple – easily recognized at a glance
- ✓ Memorable – people remember pictures easier than names
- ✓ Unique – helps the business stand out from others
- ✓ Looks good when small and really big

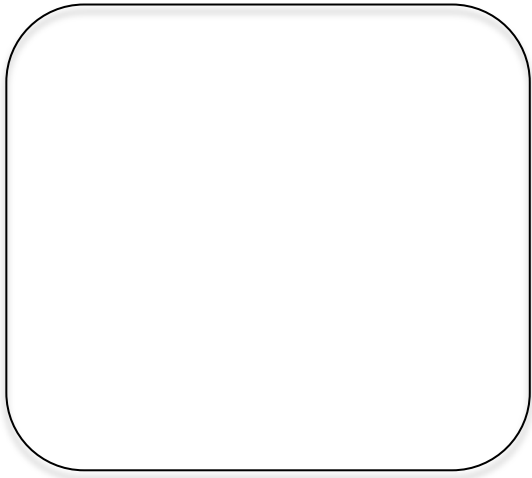
Can you see how Hewlett Packard's logo is all these things:



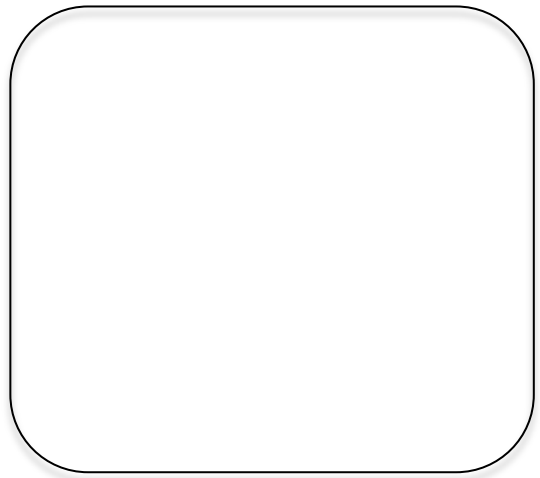
HP's logo is clear and simple when it is small and really big.



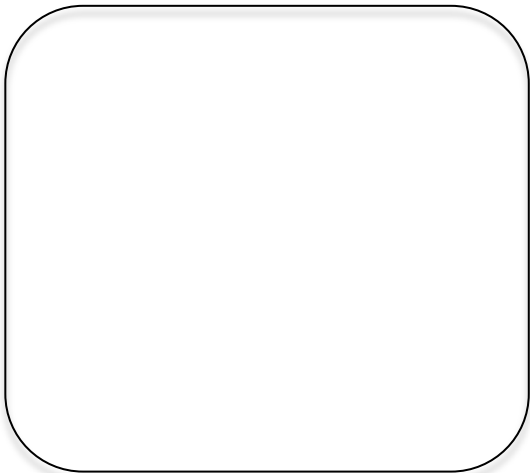
Draw the logos of some popular businesses you can think of below and write down what makes them good logos:



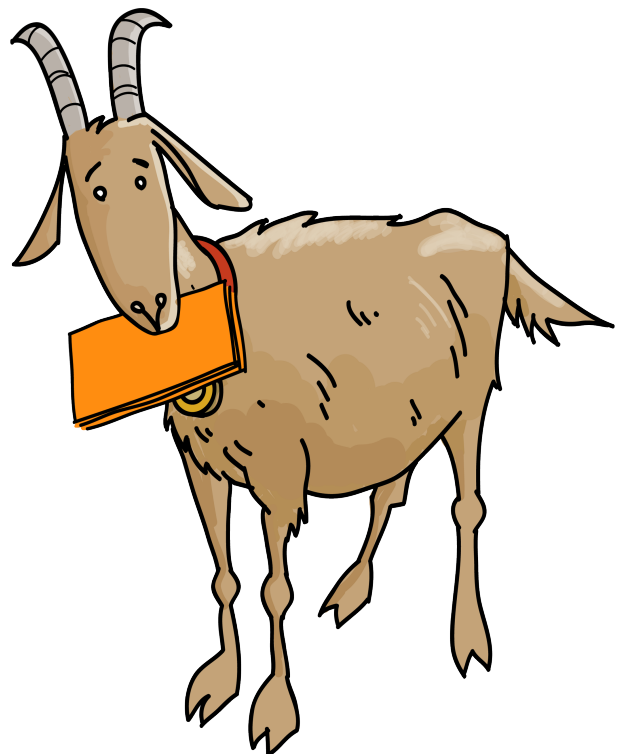
Memorable because:



Memorable because:



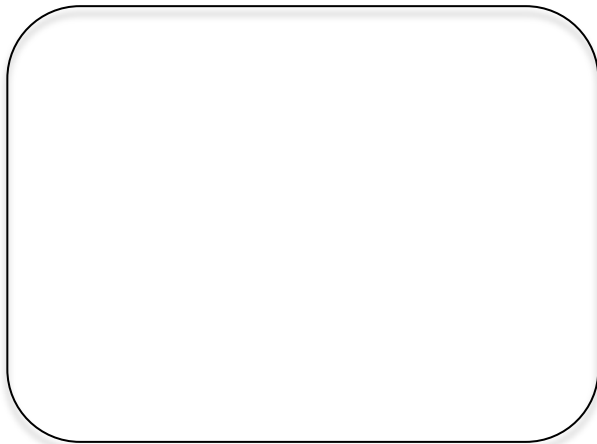
Memorable because:



Now try to design a logo for each of the following businesses:

Business 1: Harry's Hair

A hairdressing salon owned by a man named Harry



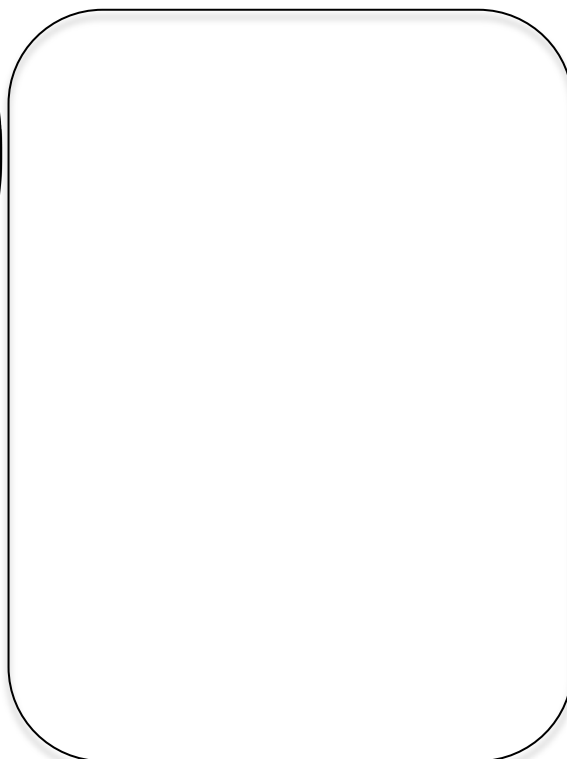
Business 2: Technation

Sells a range of computer products and accessories



Business 3: Yours Sincerely

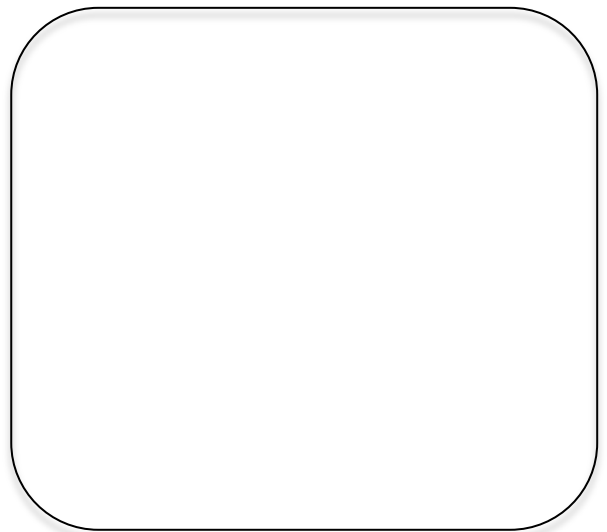

Sells greeting cards



YOUR BUSINESS LOGO

Now its your turn to design a logo!

Brainstorm 3 possible logo ideas and then get together with your business partners to choose the best one for your business.

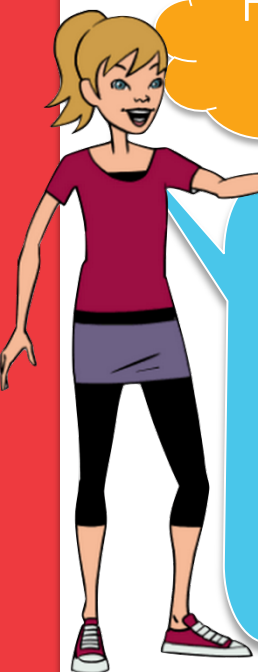
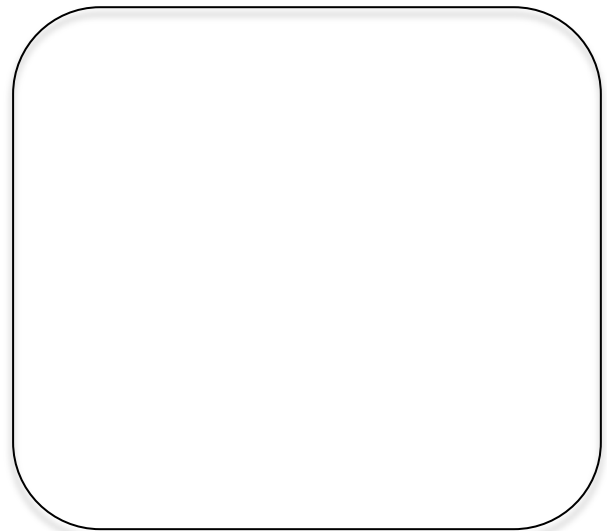


Harvey's
Tip



"Your logo could include your business name or it could just be a symbol."

Don't use too many colours and keep it simple or it will be expensive to reproduce."





Build-A-Business Kit

Now you can put your logo onto your Kidpreneur Cap to wear at your market day. Print your logo onto a sheet of transfer paper and then ask an adult to help you iron it onto your Cap. Your mentor has full instructions for this.



GOAL KEEP

Does your logo match your mission statement?

E.g. The mission statement for Better World Books is: *“A global bookstore that sells books to fund programs providing literacy and opportunity to people around the world.”*



Their logo clearly shows their business name and has a symbol of a book to represent their product. The book is shaped like a butterfly which represents the freedom and new opportunity that the business provides (just like the freedom a butterfly gets when hatching from a cocoon).