



## MODULE 6 | LOGO AND BRAND IDENTITY

# Name the Logo Game

Interactive Activity Resource

## **Format Option 1 – Name The Logo Competition**

This is a slideshow with a range of well-known logos and brand identities. Some of the logos have been cropped to demonstrate that, even without the full company name displayed, we can identify businesses by key elements that make up their logo and brand identity including: **Symbols; Colours; Words; Fonts; Shapes**

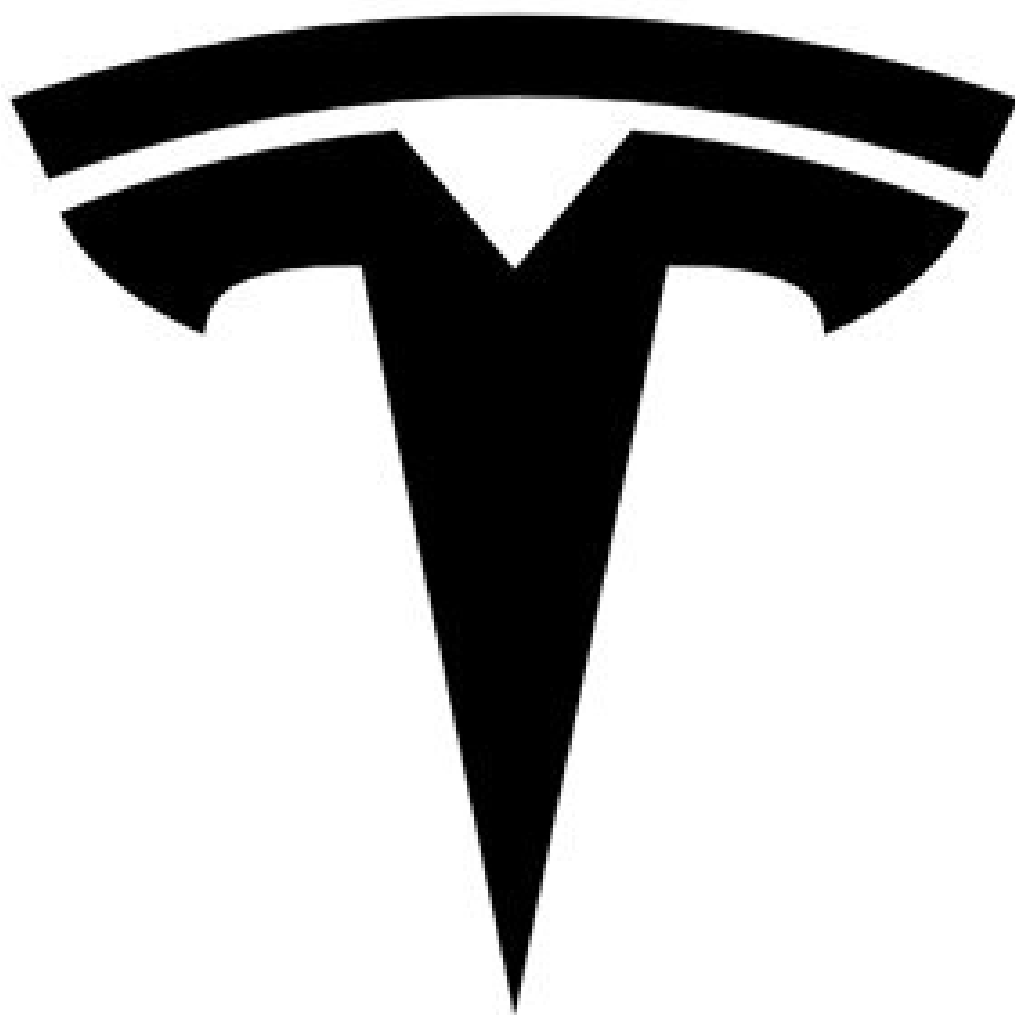
### **Instructions:**

1. One logo should be shown at a time for 10 seconds each.
2. Kidpreneurs are to write down the name of the business or product the logo represents.
3. Once all the logos have been shown, go through and see how many each Kidpreneur got right.











KÉM

















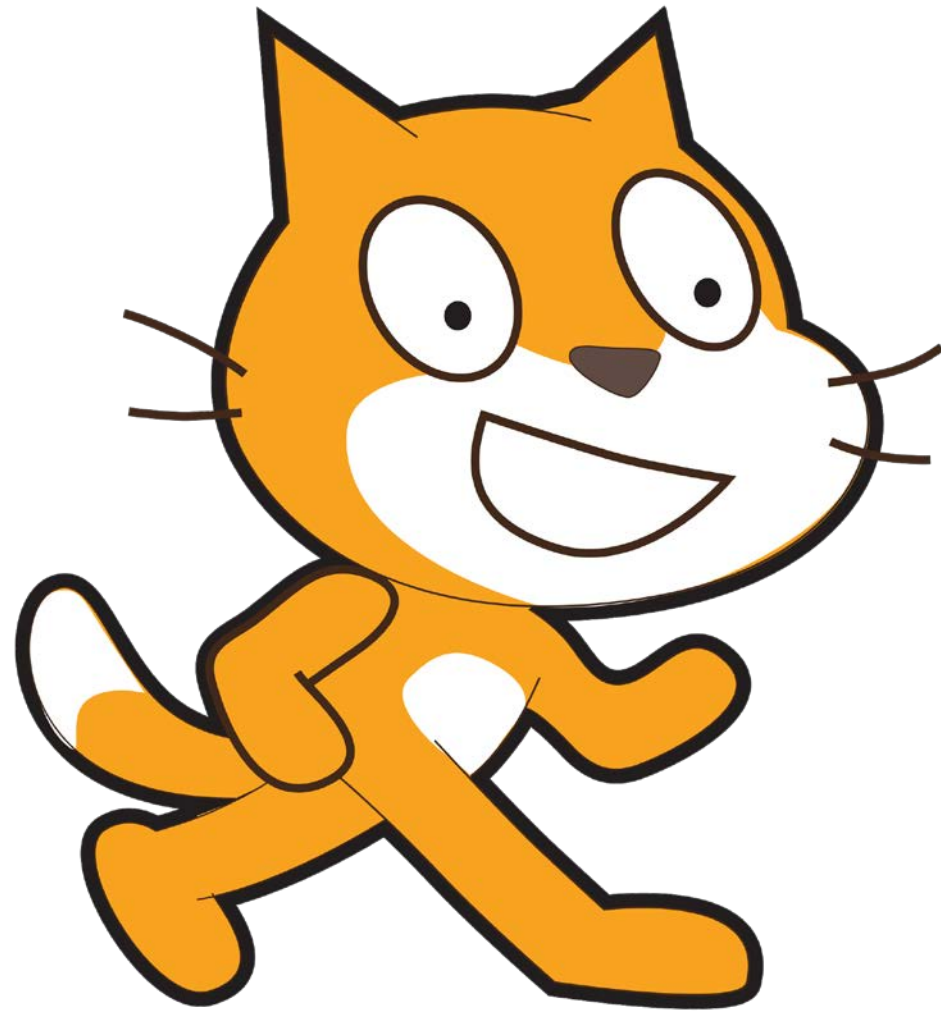
STORM

E











MODULE 6 | LOGO AND BRAND IDENTITY

# Logo Memory Game

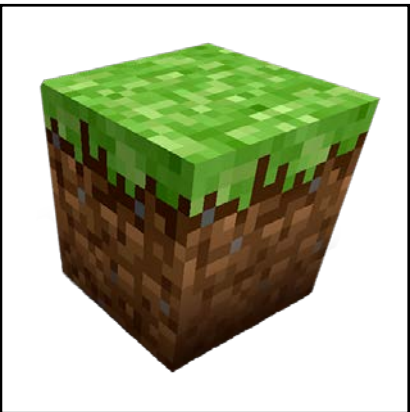
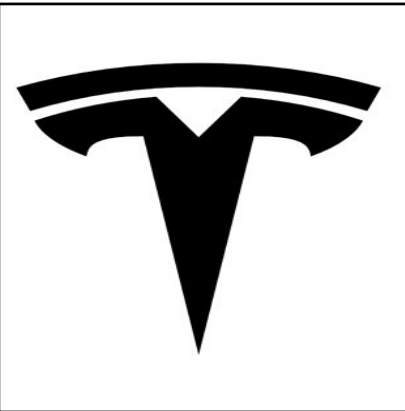
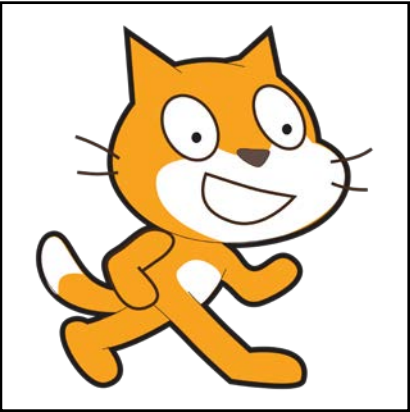
Interactive Activity Resource

## **Format Option 2 - Logo Memory Game**

**This is a 2-page document which can be shown on a screen or a print out. The first slide contains a range of popular logos.**

### **Instructions**

1. Show the Kidpreneurs all of the logos (without names) for 90 seconds. Kidpreneurs are not allowed to write during this time.
2. Then, hide the logos and ask the Kidpreneurs to name as many logos as they recognise and remember in 60 seconds.
3. Show page 2 afterwards to reveal the answers and see who remembered the most.

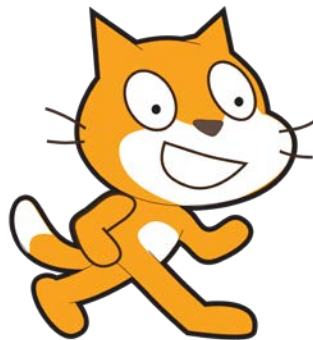


The logo for Mindstorms, featuring the word "mindstorms" in a black, blocky, sans-serif font. The letter "o" is replaced by a small red square with a white dot in the center.

Lego Mindstorms



Twitter



Scratch



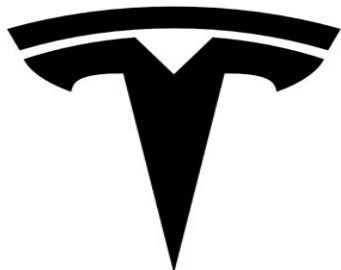
Telstra



Uber



Shopkins



Telstra



Nickelodeon



Android



Pokemon



Apple



Samsung



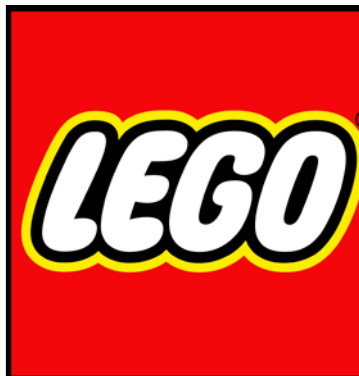
NRL



Disney Channel



Minecraft



Lego



Woolworths