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| MODULE | 6 |
| TITLE | Logo and Brand Identity |
| TIME (approx.) | 60+ minutes |
| OUTCOMES | <p>Students will:</p> <ul style="list-style-type: none"> Determine why logos are important for identifying a business and brand Identify common logos found in their daily life Identify key features of effective logo design Develop design ideas around creating a logo Design their business logo Produce a 'master copy' logo design to apply to merchandise |
| KEYWORDS | LOGO; BRAND IDENTITY |
| VIDEO | <p>MODULE 6 – Designing Awesome Logos Presented by: Tania Schoeman, Evolved Agency</p> |
| ADDITIONAL RESOURCES | <ul style="list-style-type: none"> Video Online activity for Logo identification - download material as required. Worksheets: Logo Identification; Memorable Logos; Design your Business Logo; Business card template. |

|  KIDPRENEUR ACTIVITY |  EDUCATOR NOTES |
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|  <p>WATCH VIDEO</p> <p>MODULE 6 – DESIGNING AWESOME LOGOS Presented by: Tania Schoeman, Evolved Agency</p> <p>Think, Pair and Share or whole class discussion on why logos are important and what makes a good logo.</p> <p>Prompts after viewing the video</p> <ul style="list-style-type: none"> Why do businesses have logos? What makes a good logo? Does design matter? | <p>DISCUSSION NOTES</p> <p>What is Brand Identity?</p> <p>A Company's Brand Identity is how that business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline, typeface) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers.</p> <p>Core Elements of a Brand Identity</p> <p>There are many elements that go together to create a brand Identity including logos, typography, colours, packaging, and messaging.</p> <p>Brand identity attracts new customers to a brand while making existing customers feel at home. It's both outward- and inward-facing, and it complements and reinforces the existing reputation of a brand.</p> <p><i>We have included many brand identity models and infographics in the Teaching resource section at the end of this module.</i></p> <p>A LOGO is a symbol, illustration, fancy type or graphic element which becomes the special mark of the business. Note that at this level the term</p> |

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| | <p>brand and logo can be inter-changeable. In the real world a 'brand' would also include corporate values and the formatting style of the brochures etc. The benefits of a logo are:</p> <p>Simplicity: The logo is a simple, visual representation of all the many complex parts that make up a business. It is a simple, clear way to represent the business to customers, helping it to be instantly recognisable at a glance.</p> <p>Memorable: People remember logos better than names. It also means that a familiar logo on a brand-new product means customers will associate the quality of this new product with the quality of other products with the same logo.</p> <p>Uniqueness: In a world where there are so many different businesses, a good logo helps a company stand out. A logo gives a business a unique personality and communicates what is different about it.</p> |
| <p>1. INTERACTIVE ACTIVITY: THE LOGO GAME</p> <div data-bbox="124 913 188 1016"></div> <p>INTERACTIVE ACTIVITY Name the Logo Competition</p> <div data-bbox="124 1173 188 1256"></div> <p>KIDPRENEUR WORKSHEET ACTIVITY Name the Logo Competition</p> | <p>ACTIVITY NOTES</p> <p>Preparation</p> <p>There is a downloadable ppt and worksheet on the Kidpreneur Challenge Online Resource Centre designed to teach about business logos.</p> <p>The purpose of this activity is to demonstrate the power of a logo for a business' success.</p> <p>Format Option 1: Name the Logo</p> <p>Download the 'Name the Logo' competition. This is a slideshow with a range of well-known logos. One logo should be shown at a time for 10 seconds each. Kidpreneurs are to write down the name of the business or product the logo represents. Once all the logos have been shown, go through and see how many each Kidpreneur got right.</p> |
| <p>2. MEMORABLE LOGOS</p> <div data-bbox="124 1447 188 1529"></div> <p>KIDPRENEUR WORKSHEET ACTIVITY</p> <p>Questions to prompt ideas for popular logos include:</p> <ul style="list-style-type: none"> • What is your favourite car logo? • What is a popular technology brand? • Do you see any logos on your way to school? • What local businesses in our area can you think of? • Does the school have a logo? • Do the companies your mum or dad work for have a logo? | <p>ACTIVITY NOTES</p> <p>Drawing everyday logos they know</p> <p>Kidpreneurs can now draw some logos they encounter in their day-to-day life. Underneath each logo they should state what makes each logo a good one. E.g. unique, colourful, simple, uses only a few colours etc.</p> |
| <p>3. DESIGN YOUR BUSINESS LOGO</p> <div data-bbox="124 1962 188 2045"></div> <p>KIDPRENEUR WORKSHEET ACTIVITY</p> | <p>ACTIVITY NOTES</p> <p>The Purpose of a Logo - Where Is It Used?</p> |



Brainstorm ideas for a logo for your business.

Think about:

- Simple design
- Where it will be used
- What should it include?
- Does it include the business name or not?

Business logos are the primary thing used to represent a business when advertising it to the world. The logo is used on a wide range of materials to represent the business, including:

- Signs
- Advertising materials e.g. brochures, magazines, flyers, videos
- On the product itself e.g. like a clothes brand on a T-shirt
- On price tags or product labels
- On formal stationery for the business e.g. document letterheads, PowerPoint templates etc.
- On business cards
- Online e.g. on websites and online advertising

Logos should be designed with all the above uses in mind to ensure it will look good on all materials.

Core Elements of a Logo

Ref: <http://blog.logomyway.com/8-key-elements-great-logo/>

1. **Symbols** – instantly makes people think of traits that you want associated with your company.
2. **Colours** – each colour in the spectrum has a psychological effect that you can use to your advantage.
3. **Words** – your company name and slogan, in as few words as possible to get the message across. The catchier, the better!
4. **Fonts** – the style of the lettering conveys a certain feel as well. Using the wrong font can definitely send the wrong message!
5. **Shapes** – basic shapes like the circle, square and triangle appeal to the logical side of our brains and bring additional symbolism.

What Makes a Good Logo?

A good logo is:

- Memorable & has meaning behind it. Shapes and colours can be used to represent the business' mission.
- Simple and doesn't use too many colours. Otherwise it will be more expensive and time consuming to print.
- Able to be shrunk small and still clearly seen.
- Represents the business name or product.
- Communicates what is unique about the business.


Principles of Great Logo Design


Ref: <https://blog.hubspot.com/insiders/logo-design-tips>

1. Keep it Simple
2. Make it Memorable
3. Make it Unique / Fresh
4. Make it Modern Yet Timeless
5. Make it Proportional and Well Balanced
6. Make Sure all The Pieces Work Together
7. Make it Versatile

Tips for good logo design



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| | <ul style="list-style-type: none"> • The logo could have the business name in it e.g. Toys 'R' Us, or it could be a symbol on its own e.g. Apple. • Encourage Kidpreneurs to use simple shapes and designs and not too many colours. A business logo must be reproduced many times in many different forms (online, printed on brochures, price tags, on clothing, business cards etc.). The more complex it is and the more colours it uses, the more expensive it is to print and reproduce. • Experiment with different colours, shapes, illustrations and patterns. • The design should be simple, fast and easy to draw. • The logo should reflect their business personality e.g. is the business fun? Is it professional? Is it creative? Is it high quality? Is it value for money? Ensure the logo reflects this personality. |
| <p>5. APPLY LOGO TO YOUR BUSINESS CARDS</p>  <p>KIDPRENEUR WORKSHEET ACTIVITY</p> <p>Create your business cards using the template.</p> <ul style="list-style-type: none"> • Logo • Kidpreneur Name • Kidpreneur Job Title • Business Name <p><i>Note: Kidpreneurs should not share personal details on their business cards such as phone numbers or addresses for child security purposes.</i></p> | <p>ACTIVITY NOTES</p> <p>Business Cards:</p> <ul style="list-style-type: none"> • Use an online template to create your logo – scan or design it online (.jpeg) so that it can be embedded into the business cards ready for printing off. • When conducting market research or meeting someone in the chosen target market, business owners will often give them a business card. • A business card is a small, printed card used to communicate business details to the target market. It will often contain someone's business name, business logo, their job title and contact details. • A business card is used for giving the target market contact details if they are interested in buying your product or want to share details about the business with someone else. It is also a form of advertising - helping potential customers remember the business whenever they see the card. • A business card is a great way to let people know about your business, who you are, what your role is in the business and how they can contact you. |

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|  | <p>TIPS AND SUPPLEMENTARY EDUCATOR RESOURCES</p> |
| <p>Here is an interesting resource to encourage Kidpreneurs to get creative when designing their logo:</p> <ul style="list-style-type: none"> • There Are Hidden Messages in These 40 Famous Logos: How Many Can You Find? https://globaldigitalcitizen.org/hidden-messages-40-famous-logos-many-can-find-infographic/ • For extension material on designing a business brand (including logos, colours, fonts, photos etc.) visit the below links from Canva. A range of lesson plans and Educator materials are available for a wide array of topics relating to art and design. • www.designschool.canva.com/Educator-materials/fonts-colors-images/ • www.designschool.canva.com/Educator-materials/branding-basics/ <p>A good article to outline what a BRAND IDENTITY is</p> <p>https://www.linkedin.com/pulse/establishing-corporate-brand-identity-lynn-mccarthy</p> | |





BRAND

perceived emotional corporate image as a whole.



IDENTITY

visual aspects that form part of the overall brand.



LOGO

identifies a business in its simplest form via the use of a mark or icon.

