

[Student Centre]

UNIT 2: Functions of a Business

CHAPTER 8: Marketing

E-ACTIVITY: Logos and brand recognition

Activity: Logo types investigation chart and logo creation
Research types of logos and create your own logo for a new product.

Logos play a very important part in marketing a product or service and providing brand recognition. Logos that are easily identified can allow consumers to immediately know the source of specific products or services. How many logos can you recognize immediately? Do you remember the logos of your favourite products? What is the most memorable logo that you can think of? Why do you remember that particular logo? Is it the colour, the image, or the design? In this activity, you and a partner will learn more about brand recognition and how companies use a logo to identify their company with a particular product or service. Answer the questions below about brand recognition and then design a logo for a new product.

1. There are three basic types of logos that provide brand recognition; text logos, symbol logos, and logos that are a combination of text and symbol. Visit the [Elf Design website](#) and learn more about logo types and brand recognition. Complete the investigation chart on logo types.

Logo Types Investigation Chart

| Text Logos | |
|---|--|
| a) What is a text logo? | |
| b) When would it be appropriate to use this kind of logo? | |
| c) When would it be inappropriate to use a text logo? | |
| d) Provide three examples of text logos. If possible, provide a graphic image of these logos. | |
| Symbol Logos | |
| a) What is a symbol logo? | |
| b) When would it be appropriate to use this kind of logo? | |

| | |
|--|--|
| <p>c) When would it be inappropriate to use symbol logo?</p> <p>d) Provide three examples of symbol logos. If possible, provide a graphic image of these logos.</p> | |
| Combination Logos | |
| <p>a) What is a combination logo?</p> <p>b) When would it be appropriate to use this kind of logo?</p> <p>c) Provide three examples of combination text and symbol logos. If possible, provide a graphic image of these logos.</p> | |

2. Challenge your classmates to a logo guessing game. Find three 3 different symbol logos and give the images to your teacher. Don't tell your classmates the company names!

3. Think of an idea for a new type of toy or candy. Create the name for the product and a memorable logo. Present your logo to the class and explain why you think the logo will be effective in creating brand recognition for the product.