COMPANY LOGOS – LESSON OUTLINE

Objective: To get students to think what constitutes an effective logo.

What makes an effective logo for a company?

Is the Nike logo easily recognisable?

If you'd never heard of Nike and someone showed you the logo, would you associate it with a sports clothing company? Highly unlikely!

Here are some logos you've never seen before (because I made them up myself) .. What type of company do you think they refer to?

Show these on projector and discuss