



Logo and brand - Resources



	Logo 1	Logo 2	Logo 3
What is the name of the business?			
What is the product?			
What do you notice about the colours of the logo?			
Is the logo a symbol or icon? Describe the image.			
Does the logo include the business name? Describe the font.			
What do you like about the logo?			
What don't you like about the logo?			
How does the logo make you feel about the business?			



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Presentation

Choose a business that interests you and prepare a presentation for the class.

Your presentation will cover:

An overview of the business

- Who are they? • What do they sell?
- Where do they sell? In your community? All over the country? All over the world?

Their company name

- What did they call themselves and why?

Their logo

- What is it? • What is it supposed to be?

Their colours

- Do they always use the same colours? • Are they dark, light, bright, pale?

Their slogan

- Do they have a slogan? • What is their slogan? • What does it mean?

Your opinion on the brand choices they have made

- Do you like it? • Do you think it makes people want to buy their product?
- Does it help them to be well recognised? • Any other thoughts you have.

You should have 6 slides, one for each of the topics above.

Presentation Tips!

You should have a presentation and a speech.

Your speech should be something you have practiced and understand very well.

Your slides should have short phrases or sentences. Not too many words!

Try not to read your speech from a piece of paper but instead, use the words on the slide to remind you of what you want to say.

Presentations should be different every time you do them because you are talking, not reading. So, don't worry about it being perfect.

This presentation is about what you think, **your** ideas and your opinions. Express yourself.

Try moving around when you deliver your presentation. It helps with the nerves and makes you look more comfortable.

Try to look at the people you are presenting to, as often as you can.

Everyone has a different presenting style. **Find yours and celebrate it!**