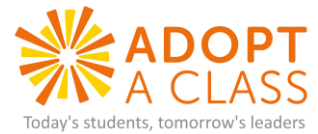


Activity: Logo Memory Challenge**Focus:** Career Exploration**Grade Range:** 3rd-8th**Time:** 45 minutes**INSTRUCTIONS**

1. Introduce Logo Memory Challenge. The objective of the activity is to learn about popular logos, what makes logos memorable, and be challenged to recreate a logo in small groups.
2. Pass out the Logo Memory Challenge worksheet, one per student, and make sure students have access to pencils, colored pencils and/or markers.
3. After everyone has their Logo Memory Challenge worksheet, instruct students that, one logo at a time, they will be given no more than 2 minutes per logo to draw it as accurately as possible from memory. After their two minutes are up, ask students to hold up their drawings and compare it to the actual logo (this could either be printed out on large paper, presented on the teacher's projector or SmartBoard, etc.). If time, talk about the history of that company's logo (where it came from, if it's gone through changes over the years, etc.)
4. Repeat this with all logos in the Logo Memory Challenge.
 - o Are there any interesting callouts you notice during this challenge? Are students remembering colors or shapes but not some details? Talk about why this may be.
5. After all Logo Memory Challenges are done (about 10-15min), introduce the next part of the lesson- reimagining an already existing logo. If not already done yet, split students up into groups of 3 or 4 with a mentor. After groups are determined, show the logo students will be reimagining.
 - o Tip: We suggest either doing this with a very well-known logo like from the Logo Memory Challenge, or with your company's logo! Using your own company's logo gives your team the opportunity to talk about why your logo looks the way it does, its history, etc.
 - o Tip: Give students parameters for reimagining the logo, i.e. Must use certain colors, Must include certain words or language, Must be this size, etc.
6. Give students 20 to 30 minutes to reimagine the logo. Go around to the groups and ask students to present their new logo to the class. Why did they make the choices they made? Why do they think this logo would work for the organization?
7. Finish up the lesson by asking students if they liked this challenge. Tell them that this job is called a **Graphic Designer**, and many industries need them!

SYNOPSIS

Students learn the importance of a memorable logo with this Logo Memory Challenge! Students first attempt to draw popular logos from memory and in groups, will be challenged to create their own version of a logo to present to the class.

MATERIALS

- Logo Memory Challenge worksheet
- Blank paper
- Colored pencils, markers, etc.
- Ability to present logos in large scale (project onto screen, on large paper, etc.)

TIPS

To connect this challenge to your mentor team, we suggest students be tasked with creating a new version of your company's logo! Give them key things to remember and what must be included.

LOGO MEMORY CHALLENGE

Name: _____

McDonald's

Nike

Starbucks

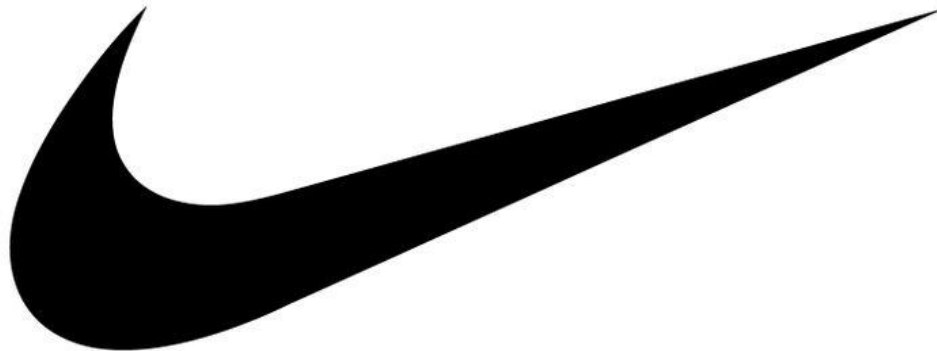
Target



- Inspiration: The logo was inspired by the architecture of McDonald's restaurants, which featured two giant golden arches on either side of the building. When viewed from an angle, the arches resembled the letter "M".
- Design: Schindler's logo combined the arches into an "M" shape, with the brand name below it. He also added a diagonal line through the arches to represent the roof of the restaurant.
- Colors: The logo featured the classic McDonald's colors of yellow and red.

The logo has undergone several changes since its creation, including:

- 1968: The arches were brought together to form a more distinct "M" shape, and the diagonal line was removed.
- 1975: The logo's colors were changed, with a red background and white text for the brand name.
- 2003: The arches were made plumper and shadowed.
- 2007: The background color was changed to dark green to highlight the company's environmental efforts.
- COVID-19 pandemic: A temporary change was made to the logo to encourage social distancing



The Swoosh was created for Blue Ribbon Sports (BRS), the company that would later become Nike, after Phil Knight, the co-founder of BRS, approached Davidson for a new logo:

Background

- Knight was an accounting professor at Portland State University and noticed Davidson was looking for extra money for oil painting classes. He offered to pay her \$2 per hour to do freelance work for BRS.

Purpose

- Knight wanted a logo that conveyed motion and speed. He also wanted to avoid the three stripes of Adidas, a competitor of BRS.

Adoption

- The Swoosh became the official logo when BRS changed its name to Nike on May 30, 1971.
- The Swoosh has become one of the most recognizable symbols in the world, embodying the brand's spirit of athleticism, innovation, and motivation.



The original Starbucks logo was created in 1971 by Terry Heckler, a corporate artist and creative partner of one of the company's founders:

1971

- The logo featured a two-tailed siren with a bare torso and exposed nipples, surrounded by the company's name at the time, "Starbucks Coffee, Tea, and Spices". The logo was inspired by:
- Seattle's proximity to Puget Sound
- The coffee industry's seafaring roots
- A 16th-century Norse woodcut

1987

- The logo was redesigned to include a green color scheme to represent growth, freshness, uniqueness, and prosperity. The siren's torso was covered with longer hair to appear more appropriate.

2011–Today

- The current logo focuses on the siren's face, and the use of negative space around her creates a sleek and modern look.

The Starbucks logo has evolved over time, but the siren's essence remains the same: captivating and mysterious.



- 1962 The first Target store opened with a bullseye logo
- 1968 The logo was redesigned to be cleaner and more streamlined
- 1974 The font changed to a bold typeface
- 2004 The logo became monochromatic
- 2018 The logo's typography was replaced with all lowercase letters

The Target logo was created in 1962 when the first Target store opened:

The original logo was a red and white bullseye with the word "Target" written in black script font. The logo was meant to grab the attention of customers with its contrasting colors.

The colors in the Target logo have specific meanings:

- Red: Represents energy, excitement, and passion
- White: Stands for purity, cleanliness, and innocence

