

**Unit 6****Lesson 6.1 – Branding**  
Branding & Licensing**STUDENT ACTIVITY****Instructions**

*The term branding describes a company or event's efforts to develop a personality and make its products or services different from the competition. The branding process often involves the use of a logo.*

*Using the Internet, find three examples of sports logos and three examples of logos used by entertainment companies and print them. Cut each logo out and paste on a single sheet of paper, clearly marking the company who owns the logo and the Website from which you obtained the image.*

*Choose one of the logos and answer the corresponding questions below.*

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- 1) Does the company name or its logo give an indication of what the company sells?
  
  
  
  
  
  
  
  
  
  
  - 2) Is the logo unique?
  
  
  
  
  
  
  
  
  
  
  - 3) Do you think the logo is effective in helping to distinguish the company and its products?
  
  
  
  
  
  
  
  
  
  
  - 4) Do you think the logo is a tool utilized by the company to help sell more products?  
Why or why not?
  
  
  
  
  
  
  
  
  
  
  - 5) Is the logo an original or has it been altered over time? If it has been revised, why do you think the company chose to make the change?