



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.

QUESTIONS

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?