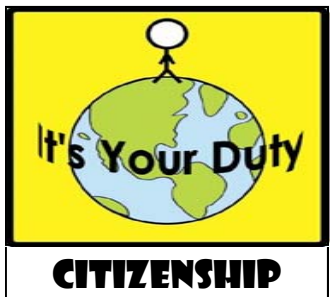


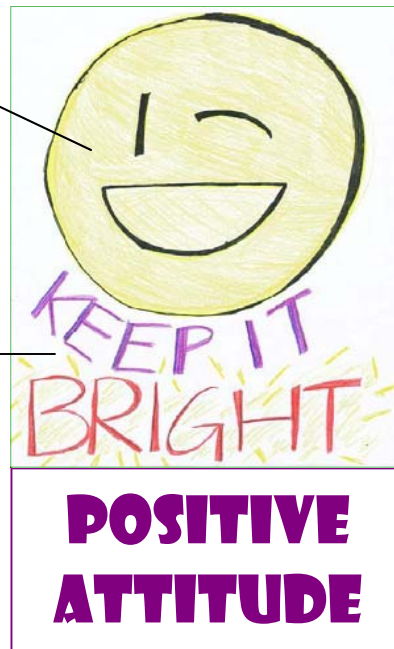
Examples of LMS Character Education Logos and Slogans,
Produced in Advanced Multimedia Productions



The smiley face **logo** is a positive image, recognizable to everyone. The color is bright yellow, a light and cheery color, to represent a positive attitude.



The **slogan**, "Keep it Bright," tells us exactly what we need to do to have a positive attitude—one that will have staying power ("Keep it...").



A Guide to Logos and Slogans



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A company's logo and slogan are the **FIRST** things consumers see!

Slogans and logos help sell products and ideas by grabbing the consumer's attention.

A logo is a name, symbol, or trademark designed for easy and definite recognition. The logo shows the consumers the quality, professionalism, and strength of a company.

A slogan is a brief, attention-getting phrase used to advertise an idea or product. The more we hear and see the slogan, the more it will be imprinted on our memory. Advertisers want us to immediately identify, recognize, and respond to the product or idea connected to the words.



"Just Do It!"

SLOGAN

LOGO

Information, logos and slogans provided by <http://top7business.com/?id=1285>

What is a good logo?

1) Since a logo needs to catch the viewer's eye and hold their attention, consider the logo for the Apple Corporation. The graphic apple with a stylized bite taken out of it has immediate product and corporate identification with consumers.



What do you think it means?

2) An effective logo should have the look and feel of "art". The logo should be a simple symbol that is easy to remember. It often has really bright colors with a background of really dark colors—to make the bright colors stand out even more.

3) A good logo most accurately represents the organization or business. If a company or organization wants to project a serious, professional image, the logo, as a visual, must look professional.



Look at our M2P logo.

This logo is serious, and includes an image of the world with a shining beacon. It's trying to show how M2P, through its program content and concepts, connects us to, and prepares us for, the real world.

What is a good slogan?

1) A slogan should be short and catchy. If it is too long, no one will take the time to read it, and no one will remember it. It should contain memorable words.

2) Your slogan should represent, in simple terms, exactly what your group or organization stand for. **Keep it simple. Less is more.**

3) A good way for consumers to remember the product is with a rhyme, jingle, or alliteration.

Once we hear a song or rhyme on a commercial, we usually hum or sing along.

The jingle to Kellogg's Frosted Flakes is **Frosted Flakes, They're more than good. They're grrr-eat!**

4) The slogan should flow smoothly, not only when it's written, but also when it's said out loud. Also, you wouldn't want your slogan to be overly complicated, like the word:

"antidisestablishmentarianism"

This word is hard to read, hard to say, and probably hard to remember!