



Stage Two : Designing Logos and Slogans

Duration: 1 Week (7th November to 14th November)

The children have now gotten to know one another and shared their biographies in their teams. They now need to begin to come up with a business idea to fit in with the category they have been given. Such as 'food' or 'technology.'

1) Now the children will start to think about some possible business ideas. Encourage your children to work together as a team and produce a diagram of their initial ideas to start their creative thinking. Ask the children: What will your business do? What gap in the market will the business fill? What is there a need for? How will the business make money? Who will your customers be?

Encourage your pupils to think about their business idea in detail.

Strengths – List all the good features of their idea. Think about the strengths in the product and how they will make the business work.

Weaknesses – List all the problems they might face in developing their business idea or product.

Opportunities – What are the opportunities available? Who could help you?

Threats – Why might it not work? Will they be able to make a profit?

The children need to come up with the following:

The name of the business is...

The business activity will be to...

It will be a successful business because...

2) Each team in each country needs to design a logo that will represent their company throughout the project. There are example logos below that have been created in the past by children participating in such a challenge. There is no prescribed piece of software or method for producing these – it is over to you and your teams to decide how best to create the logo. When designed and agreed with their teachers the children need to upload their logo to the Sharepoint site set up for their Global Company to collaborate through. The children can then see the logos designed by all the other teams around the world. Please get your children to review each others and say which ones they like.

The children then need to design slogans and by doing this they will practice writing creatively. Please use examples of well known slogans from International companies such as Nike or Coke. Please see examples below. Once the slogan has been agreed within each team please get them to upload to the Global Company Sharepoint Team site as per their logo. Instructions are attached.

If you have any questions about any of these steps please do not hesitate to contact Chloe, the project coordinator, cfarrant@gec.education



Stage 2	Logo and slogan design	1. Design logo 2. Design slogan 3. Post to Team Sites	Word document with logo and slogan design	Review each other's logos and slogans Information Sheet 2	November 7th 2016
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- Children share their biographies from Stage One:
- The children begin to develop their initial business idea. They will consider the following questions: What will your business will do? What gap in the market will the business fill? What is there a need for? How will the business make money? Who will your customers be?
- The children will answer should be able to complete these sentences in their teams: **The name of the business is... The business activity will be to... It will be a successful business because...**

Children are creating their own Yammer accounts from their own Office 365 accounts.

- Each team design a logo. This can be hand drawn or using a graphics package on the computer.
- All team logos need to be saved as a JPEG (examples below).
- Upload Logo to Sharepoint Site

You will have one logo to represent each team in your school.

You may wish your children to design one logo in a group or each pupil design their own and the team vote for the best,

- Each team in your school will write their own company slogan.
- Upload slogan to team sharepoint site

You will be provided with directions on how to upload your logos and biographies to Office 365 once you receive your Login information.

Mcdonalds – 'I'm lovin it'

Nokia 'Connecting People'

Nike – 'Just do it'

Burger King 'Have it Your Way'



Global Enterprise Challenge



Broadclyst
Community
Primary
School



Sample Logo designs for Enterprise Team Sites

