

Logos and Slogans

Objectives

Students will be able to:

- ➔ define logo (symbol) and slogan;
- ➔ recognize logos used in recycling;
- ➔ identify products that are recyclable and made from materials that can be recycled; and
- ➔ create a logo and slogan to use in promoting a school recycling program.

Method

Students will create a recycling logo and slogan.

Materials

- Recycling symbols, paper, writing/drawing/painting materials

Time

45 minutes to 2 hours

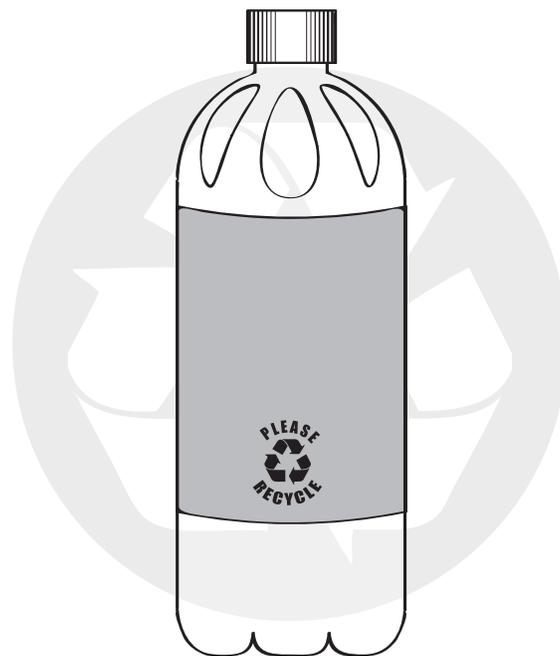
Vocabulary

- Symbol
- Slogan
- Recycle

Background

Logo design is considered to be the tool which helps in giving the first impression of an organization, business or government entity. Logo design provides a professional appearance to the public, it helps in attracting potential customers and volunteers, it provides a unique and innovative identity and can convey meaning. A logo design should be eye catching and simple.

A slogan is a memorable motto or phrase used as a repetitive expression of an idea or purpose. A slogan



is an effective means of drawing attention to one or more aspects of a product.

The familiar recycling symbol seen today had its origin in 1970 when the Container Corporation, a Chicago design firm, sponsored a national contest for the first Earth Day. The winning entry, created by University of California at Berkeley graphic arts student, Gary Anderson, was later modified by William Lloyd, Container Corporation's manager of design.

The design represents the three phases of recycling: the collection, processing and manufacturing of recovered materials into new products and then buying products made with recycled material. The symbol, often referred to as the chasing arrows, is in the form of a mobius loop which means it's a never ending cycle. Because the original symbol was not copyrighted, the appearance and meaning of the symbol may be used and interpreted by companies in different ways. This is why it is important to carefully read the labels of a product and contact your local government or recycling hauler to learn what is allowed in your recycling bin.

Environmental logos and slogans have long been used as a way of raising awareness of environmental issues. Slogans including Reduce, Reuse,

Recycle may be placed on posters, promotional materials and in advertising.

Procedure

1. Ask students to brainstorm examples of familiar logos and slogans.
2. Discuss how these logos and slogans represent the values of the product or organization being promoted. Have students evaluate the logo and the message it represents.
3. Show examples of well-known environmental logos and slogans (i.e. recycling logo, Don't Mess with Texas, and Don't Be a Litterbug.)
4. List products that display recycling symbols. (paper, cereal box, steel food can, plastic bottle, soft drink cans, corrugated boxes, etc.)
5. Discuss how the recycling symbol can mean different things. A recycling symbol with a circle around it means the product contains recycled content. You will often find this on a cereal box. Most plastic products have the recycling symbol with a number inside of it. The number refers to the type of plastic the product is made from and they must be recycled separately from each other because they have different densities. Further information can be found in *Plastics by the Numbers* and *A Little R&R* activities.
6. Have students summarize the values of logos and slogans. For example:
 - a. They attract attention
 - b. They promote a program with simple symbolism
 - c. They can provide meaning
 - d. They stimulate instant recall
 - e. They are attractive
 - f. They enhance feelings of identification with the program
 - g. They communicate across languages
7. Tell students they will each be designing a logo and a slogan for a school recycling program. Discuss what values their logos and slogans will represent.
8. Have students design a poster using their logos and slogans.

Assessment

In addition to creating recycling posters for the school, students will be able to answer the following questions:

- How may logos and slogans help advertise recycling?
- List three logos and three slogans and the companies or products they represent.

Technology Connections

- Create video or use presentation software using logo and/or slogan to promote recycling.
- Watch and conduct some of the mobius loop experiments shown in this 1 and a half minute video - http://www.metacafe.com/watch/331665/no_magic_at_all_mobius_strip/.

Enrichment

- Choose the favorite logo and slogan. Reproduce the winning design and display throughout the school and/or community. (Optional: provide awards for the best designs.)
- Have art students reproduce design(s) on T-shirts and sell them throughout the school and community.
- Contact a local organization, business, hospital, civic group, etc., and ask them to sponsor a contest for the best logo/slogan which represents their environmental program.