

Teacher Overview

The purpose of Alphabet Soup is to reinforce the importance of a recognizable logo.

A logo is a recognizable graphic design element adopted by an organization to identify its products, uniforms, locations, etc. Often this includes a name, symbol or trademark.

Logos come in two basic forms:

- > Abstract symbols: like the apple in Apple Computer
- > Logotypes: a stylized rendition of the company's name

INSTRUCTIONS

- > Make enough copies of the Alphabet Soup Worksheet. It is best to make the copies in color because color is an important part of a company's brand.
- > Give each student a copy of the Alphabet Soup Worksheet.
Protip: Ask them to keep it face down until you instruct them to turn it over. This sets the tone for it to be a bit competitive.
- > Tell your students that each letter of the alphabet is represented by a part of the logo of a company.
- > They must write the name of the company they think is represented.
- > If you want to make it competitive you can allow a certain amount of time to complete the entire alphabet. Who ever gets the most correct wins.
- > Another option is whoever gets them all correct first wins.
- > If you do not want it to be a competition simply ask them to compete the worksheet.
- > When they are done, go over the answers with them.

ANSWER KEY

- A. Starburst
- B. Arby's
- C. Campbell's
- D. Denny's
- E. Extra Gum
- F. Frito Lay
- G. General Mills
- H. Holiday Inn
- I. Ritz Crackers
- J. Jansport
- K. Kellogg's
- L. Lipton
- M. McDonald's
- N. Nestle
- O. Coca-Cola
- P. Applebee's
- Q. Quiznos
- R. Gatorade
- S. Sprint
- T. Twizzlers
- U. Subaru
- V. Velveeta
- W. Walmart
- X. Twix
- Y. York Peppermint Patties
- Z. Pizza Hut

DEBRIEF

- > Was this easy for you? Why or why not?
- > Do you see a common color among the logos on the worksheet? Why do you think that is?
- > All of these examples are logotypes. Do these companies have an abstract symbol that typically accompanies their logotype? Why do you think a company might do that?