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. Facebook
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?