

The 'no-go' logo

Level

Intermediate and above

Tasks

Matching description of logos to their companies
 Reading blog entries about the new London Olympics logo
 Matching words to form collocations from the blog entries
 Working in a team to design a corporate logo

How to use the lesson

- 1 Write the word 'logo' on the board and see if students can produce some examples of any famous logos. Students match the logos in Box 1 with the companies in Box 2. They discuss with a partner which logos they like, and brainstorm other famous logos. Elicit feedback.

Answers

*an eagle / Barclays a crocodile / Lacoste a tick / Nike five rings / Olympic games
 four circles in a row / Audi red and gold circles / Master Card golden arches / McDonald's*

- 2 Ask students to skim the five blog entries and decide which of them are positive and which of them are negative towards the London Olympics logo.

Answers

(a), (b) and (e) – negative (c), (d) – positive

- 3 Students read the blog entries. They can explain which ideas they agree or disagree with most. You may wish to look at some useful vocabulary such as: *incomprehensible / memorable / portfolio*.
- 4 Ask students to match the words to form collocations from the blog entries. With a higher level class you may wish to ask the students to order the first set of collocations according to when they think each activity happens.

Answers

*(a) to design a logo (b) to award a contract (c) to hire a consultant (d) to generate publicity
 (e) set fee (f) corporate sponsor (g) design brief (h) multinational corporation*

- 5 Ask students to work in small groups. If possible, students can draw their design on an overhead transparency. They should prepare a brief rationale for their designs. After the mini-presentations, you may wish to hold a light-hearted vote on the final design choice. Finish the lesson by providing language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://news.bbc.co.uk/1/hi/magazine/6719805.stm>
<http://www.london2012.com/about-newlook-video.html>
<http://www.logodesignguru.com/>
<http://en.wikipedia.org/wiki/Logo>