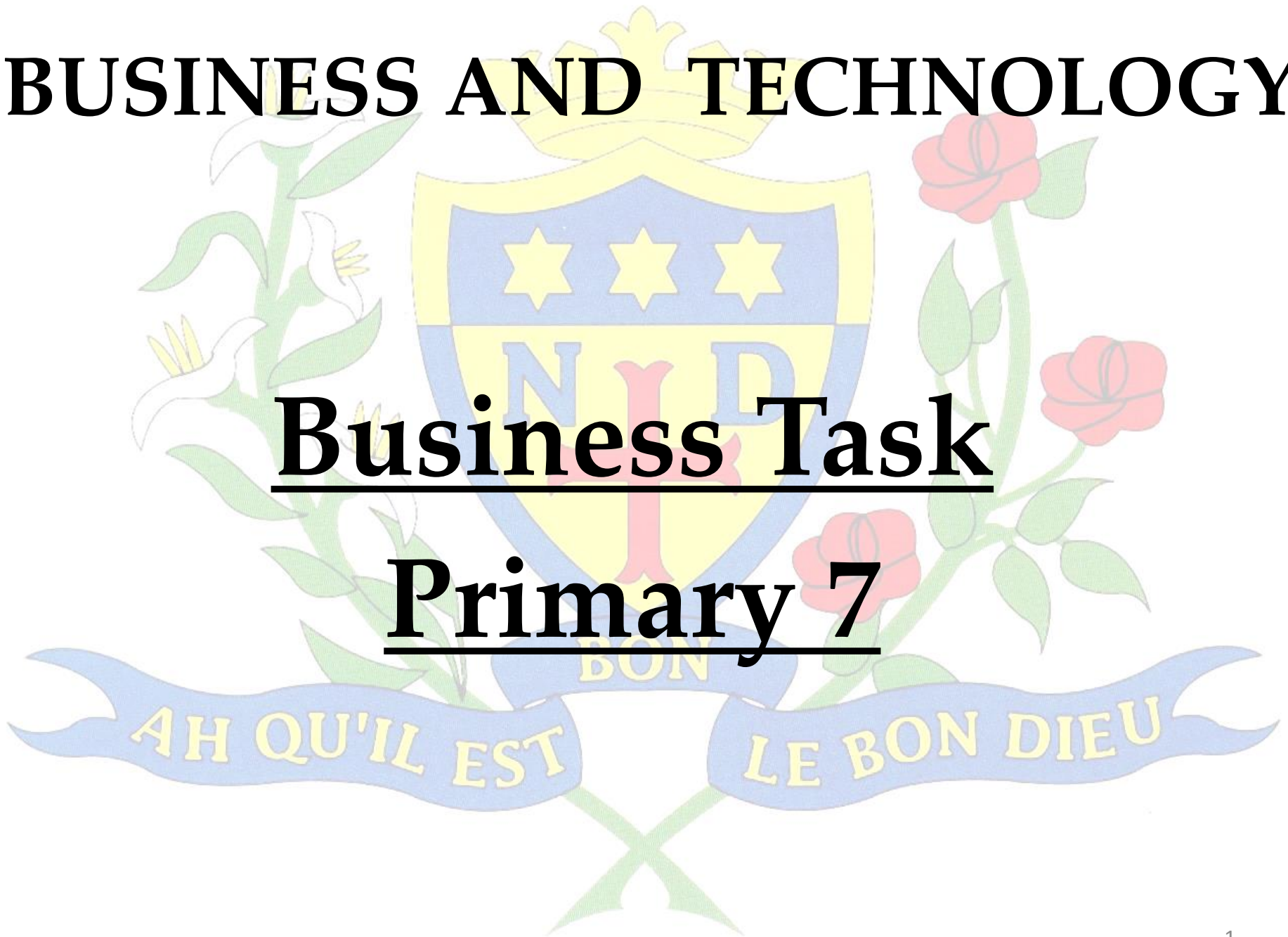


BUSINESS AND TECHNOLOGY

Business Task

Primary 7



Learning Intentions

- ✓ To learn about what a business logo is
- ✓ To be able to create your own logo

Success Criteria

- ✓ To create a logo for a business of your choice using technology or paper and pen!



Logos

To be successful, businesses try to create an image associated with them and their **brand**. One way of doing this is to have a company logo which is a graphic emblem which represents a company or product and is instantly recognised.



This logo will be used in everything to do with that company, eg their website, their letterheading, their products!

The Importance of a Logo

Click on the picture below to see and learn about some logos you already know!



Think about the situation today for businesses!



Notre Dame is just off Byres Road, normally a very busy high street with lots of shops and shoppers.

However, now with social distancing and people staying at home, it is very quiet and business are struggling to survive, which is very sad for the owners, for us as shoppers and for the economy as a whole.



Task 1



**What kind of
Business would
you open in Byres
Road?**

Task 2



Design a logo for this business you plan to open. It can be on paper or using technology and you **may** want to email or post this in to us!

Task 3



Tell us why you think this business could be successful over the next few months when we come out of lockdown. (This only needs to be a sentence long!)

Some ideas....

Some of you may be struggling to come up with some ideas so here are some business I would like to be available

1 Hairdresser – my hair is desperately needing done.



2 A juice bar – I need to get healthy again

Business and Technology Department

We look forward to
seeing you soon!

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