A logo is a unique symbol or design that represents a company or organization.

Here are some famous examples:

- MTV
- McDonald's
- Nike
- Orange
- AE

A slogan is a distinctive phrase or motto for a party, a group, a company or a person. It is a catch phrase. Here are some famous examples:

- “I’m lovin’ it”
- “Just do it”
- “Double your pleasure. Double your fun.”
- “Melts in your mouth, not in your hands”
- “It keeps going and going and going...”
Here are some logos and slogans from campaigns we know and love:

(PRODUCT)RED™

DO THE (RED) THING

THE NAME CAMPAIGN
Speak Their Names, Tell Their Story, Bring Them Home.
WWW.NAMECAMPAIGN.ORG

ONE
THE CAMPAIGN TO MAKE POVERTY HISTORY

GIVE PEACE A CHANCE
Name/Logo/Slogan/Theme

Name____________________________________________________________

Ideas for a campaign name:

______________________________________________________________

Logo ideas:

______________________________________________________________

Slogan ideas:

______________________________________________________________

How do they fit together? What is your overall theme?

______________________________________________________________