Sports Marketing:

The Importance of Logos

Illinois CTE Endorsement Area:

Business, Marketing and Computer Education

Teacher and Student Editions

Lesson Overview:

This lesson will introduce the concept of team branding and allow students to evaluate brands. After learning the important aspects of an effective logo, students will create their own brand and logo for a sports team.

Classes or Discipline:
- Introduction to Business
- Marketing
- Sports Marketing
- Entrepreneurship

Career Cluster:
- [Business Management & Administration](#)
- [Marketing](#)

Illinois CTE Endorsement Area
- [Marketing](#)
- [Business Management and Administration](#)

Grade Level(s):
- Appropriate for grade levels 9 - 12

Suggested Days/Minutes: 2 hours 45 minutes

Learning Objectives:
At the conclusion of this lesson, students will be able to:
- Identify the characteristics of an effective logo.
- Analyze ways a logo can impact the sales of a business.
- Explain why a logo is essential for a business.

Standards Addressed:

- [Common Core Learning Standards](#):
    - ELA R1.11-12.7
        - Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, as well as in words) in order to address a question or solve a problem.
    - Writing Standard 6.4
        - Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
    - CC.11-12 R.I.7
        - Integration of knowledge and ideas: Integrate and evaluate multiple sources of information presented in different media or formats as well as in words in order to address a question or solve a problem.

Enduring Understandings:

- Realize the impact of branding on sales
- Understanding that certain aspects of a logo or brand could alienate part of the population within our ever-changing social structure.

Resources and References:

1. Access to Internet for both student and teacher
2. Access to a computer for both student and teacher
3. Articles:
   How to Design a Stunning Sports Logo
   Nailing the Design Elements of Sports Logos
   Quick Analysis of the NCAA Championship Team's Logos
4. YouTube videos:
   Logo Quiz! Guess the Logo! Test Your Skills! (6:00)
   Strange & Silly Mascots Based on Local Geography (7:19)

Essential Employability Skills:

There are four essential employability skills
- Personal Ethic: integrity, respect, perseverance, positive attitude
- Work Ethic: dependability, professionalism
- Teamwork: critical thinking, effective and cooperative work
- Communication: active listening, clear communication

The focus of this lesson is on integrity and professionalism.

Skill	How it is addressed:
Integrity	It will be important that copyright is not violated, other logos are not copied, and that all ideas are original and fair use is adhered to when creating a logo.
Professionalism	Logos should work to the advantage of an organization and serve to increase sales, revenue, and brand loyalty. Understanding professionalism will ensure that the end product is of high quality and serves that purpose.

Suggested Differentiation Strategies:

- In the Engage section, students may need more time to identify the logos. You can pause the video for a longer time. If you witness some students getting overwhelmed with being unable to verbalize the company before others, consider having your students record the businesses on paper or computer.
- In the Explore section, you can consider assigning students to a specific group.
- In the Elaborate section, you may need to describe the rubric in great detail for some students. You also can do this in groups and not individually.

Throughout this lesson the teacher notes and comments are in red.

1. Engage: (10 minutes)

1. How well do can you identify a company by only seeing their logo? Let's find out! Your teacher will play the following video:
   [Logo Quiz! Guess the Logo! Test Your Skills!](#)

2. When you see the logo, write down the company name.
   This is a 6-minute video. Use as many logo examples as needed, but showing the whole video is not necessary. You can have the students write down the answers or simply have them say it verbally as the video scrolls through the different logos. You also may want to pause the video for each logo. It does go through each logo quickly. Quick recognition, however, is one indicator of a good logo.

3. Do all the logos directly reflect what the business is? Provide an example.
   Be sure students are touching on the fact that all logos don't represent the business. For example, McDonald's has the golden arches. Their logo is not a burger or fries.

4. When we simply see a picture (logo), we know what it represents. How important do you think logos are to businesses?
   Be sure the students are seeing the connection between quickly seeing a picture and knowing exactly what it is.

2. Explore: (30 minutes)

Part I:

1. Watch the following video as class:
   [Strange & Silly Mascots Based on Local Geography](#) (7:19)

2. Your instructor will divide you evenly into three groups. Each group will be assigned one of the following articles:
   a. [How to Design a Stunning Sports Logo](#)
   b. [Nailing the Design Elements of Sports Logos](#)
   c. [Quick Analysis of the NCAA Championship Team's Logos](#)

3. After reading the article with your group, answer the following questions. Be sure to nominate someone to take notes. You will be sharing your findings with the class.
   a. What is a logo?
   b. What's the importance of a logo?
   c. How does a logo impact the sales of a business?
   d. What makes a logo successful?

4. After discussing the article in your group, choose a spokesperson to share your group's findings with the class.
   As the students are discussing the articles, be sure all the above answers are brought up.

Part II:

1. In your same group, open the: [Team Logo Analysis Sheet.](#)

2. Choose three logos from sports teams and copy and paste them into the first column.

3. Rate each logo on a 1-5 scale (5 being best) in each of the four categories.

4. Explain your ratings in the last column.

5. This sheet has enough space to analyze 12 logos. If you have extra time before other groups are finished, analyze more logos.

   The Team Logo Analysis sheet is also located at the end of the lesson if you choose to print it.
   A list of cities and their sports may be found [HERE](#) as well as at the end of the lesson.
   A teacher's guide for this activity can be found [HERE](#) and at the end of this lesson

3. Explain: (20 minutes)

1. What is an example of a local team name with geographic ties?
   Answer: [Peoria Rivermen](#)
   Various answers to this as shown in the video but others could include: New York Islanders, Miami Heat, Washington Capitals, Colorado Rockies, Colorado Avalanche, Portland Trailblazers, West Virginia Mountaineers, etc.

2. What impact does a team's name and branding have on sales of merchandise and tickets?
   Possible answers: customers who are originally from the area may feel pride in their hometown and want to support their local team; visitors may buy merchandise as a souvenir which represents not just the team but a locale they have visited.

3. In what instances has a team name or branding concept had a negative impact on their business model?
   Possible answers: teams that have racially charged mascots have, in recent years, changed their mascot due to a negative connotation and alienation of a certain population.

4. What could be a unique product tied to a team name?
   Various student answers based on the team name, some ideas could be: a teddy bear if the team is the Bears; a snow scraper for the Ice Dogs; a custom hot sauce for a team named the Heat, etc.

4. Elaborate/Extend: (30 minutes)

1. Your group will now choose a sport and city and create a team name and logo. This should include the following:
   a. logo
   b. team colors
   c. mascot design

2. This sport and city team should not currently exist. For example, create a chess team logo for your own town. Or choose a major city and create a new team.

3. Consider the following topics as you are thinking about your own brand concept:
   a. What is the local area known for, geographically (mountains, desert, beaches, skyscrapers, rain, etc.)?
   b. What colors do you tend to associate with that locale (i.e. tan/blue/ for beaches with sand and water; grays for skyscrapers; blues and greens for mountains and valleys, etc.)?
   c. What mascot might work well for your team based on the geography?
   d. What are the occupations in the area (is it a mining, industrial or agricultural community)?
   e. What is the local wildlife (fish, bobcats, etc.)?
   f. What is the history of this locale or city?

4. Sketch a logo design. Be sure to consider the font style.

5. Review the readings if needed:
   a. How to Design a Stunning Sports Logo
   b. Nailing The Design Elements Of Sports Logos
   c. Quick Analysis of the NCAA Championship Team's Logos

While the students are working, be sure they are including all aspects of an effective logo into their design.

5. Evaluate:

1. After your group has completed your new design, share it with the class.

2. During each presentation, students will use the Team Logo Analysis Sheet to review each brand. You will turn in this sheet after the presentations are completed. Your answers will remain anonymous. Be sure to indicate reasons why you feel the logo would be effective or ineffective.

Remind students that they are evaluating the logos based on the criteria they used earlier. This is not a matter of liking the logo personally or not, it is using the facts of establishing an effective logo.

3. You teacher may use the following rubric to evaluate your Logo project

	4 Points	3 Points	2 Points	1 Point
Logo	This Logo clearly expresses the product or services through the use of symbols and manipulation of the letters.	This Logo adequately expresses the product or services through the use of symbols and manipulation of the letters.	This Logo expresses the product or services through the use of symbols and manipulation of the letters in a limited fashion.	This Logo does not express the product or services through the use of symbols and manipulation of the letters.
Craftsmanship/ Skill	This artwork shows excellent craftsmanship, and attention to detail	This artwork shows average craftsmanship, and attention to detail	This artwork shows below average craftsmanship, and little attention to detail.	This artwork shows poor craftsmanship, and no attention to detail.
Creativity/ Originality	The artwork clearly demonstrates personal expression. Solution is very inventive.	The artwork demonstrates an average amount of personal expression. Demonstrates some inventiveness.	The artwork demonstrates little personal expression and inventiveness.	The artwork lacks evidence of personal expression and inventiveness.
Design	The artwork demonstrates excellent use of color. The design is easy to understand and is visually compelling.	The artwork demonstrates good use of color. The design is relatively easy to understand and is somewhat visually compelling.	The artwork demonstrates poor choice of color. The design is difficult to understand and is confusing.	The artwork lacks thoughtful design
Use of Time	The student put forth the effort required and used class time well	The student put forth effort and used class time adequately.	The student put forth little effort; during class time worked partially on project.	The student put forth no effort or the project was not completed. class time was not used well.

Name_____

Sports and Entertainment Marketing
Team Logo Analysis

Rate the logos shown based on the criteria below.

Team	Distinctive	Relevant	Versatile	Enduring	Good logo or not? Why?
Ex:					
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					

City and Sports List

Football
St. Louis
San Diego
San Antonio
Portland, Oregon
Oklahoma City
Salt Lake City
Orlando
Omaha
Oakland

Baseball
Portland, Oregon
Montreal
Nashville
Charlotte
Indianapolis
New Orleans
Las Vegas
Oklahoma City
Louisville

Basketball
Seattle
Las Vegas
St. Louis
Kansas City
Pittsburgh
San Diego
Cincinnati
Nashville

Hockey
Quebec City (Canada)
Hamilton (Ontario, Canada)
Houston
Atlanta
San Diego
Baltimore
Kansas City
Saskatoon (Canada)
Milwaukee

<p style="text-align:center;"><u>Teacher Guide</u></p>

Each student or student group should be given a sport and a city and should develop a branding concept using the local geography as inspiration.

SPORTS	CITIES
- Hockey - Baseball - Basketball - Football - Volleyball - Softball - Soccer *Teachers may add others as they see fit*	- Chicago - Los Angeles - Houston - New York City - Miami - Denver - Salt Lake City - Orlando - Little Rock - Baton Rouge - Santa Fe - Phoenix - Raleigh - Hartford

Notes:

All ILCTE lessons are vetted by Curriculum Leader, Dr. Brad Christensen.

To see a review of this lesson by previous users, click here.

We invite users of this lesson to click here to leave follow up information and rating.

We would like to publish pictures / videos of your students using this lesson. Please send to Rod McQuality at: rdmcquality@ilstu.edu. By sending pictures, you have met all the picture / video release for your school.

Download Word/Google Document:

Download as Google Doc or Word Doc. When open, click "open with" Google Docs. If you want in a Word Doc: click "file", "download", Microsoft Word and you will have in original PDF format.

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Student Edition

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    g. What are the occupations in the area (is it a mining, industrial or agricultural community)?
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