



Corporate Design



All large business organisations have an identifiable logo or brand that customers can recognise. Bowlplex is no different. The logo appears on every piece of merchandising, publications and can be found everywhere within Bowlplex centres. They even have different logos for the different 'zones' within the centre, such as Video World, Pool Pit, Stadium Grill etc.



1. Think of some major international 'brands' and write/draw some in the box below:

2. Look around the Bowlplex centre and list all the different places you can see the Bowlplex logo.

3. Describe the Bowlplex logo - why do you think it has been designed in this way? What is your opinion of the current logo?



Design cont:



Roley and the Bowlplex brand

Bowlplex has decided to change their logo and rebrand their company. You have been commissioned to design a new one. Your design must:

- Use a maximum of 3 colours.
- Create a new identity and brand for Bowlplex.
- Be suitable for use on all forms of business publicity and merchandising such as leaflets, letterheads, cups etc.

4. Draft some initial ideas of your design in the box below. Add notes to each design if possible to explain your thinking:

5. Now choose a final design that you will show the Bowlplex owners. Provide some additional notes if necessary.

6. Finally, add your new logo to these blank items that may be used by a Bowlplex centre, to show how it would look and to aid your presentation:



Cups for use in the Stadium Grill



Staff polo shirts

Letterheads for all correspondence

Mr D Potter
23 Yew Tree Avenue
Little Harding

Dear Mr Potter

I am contacting you to congratulate you and let you know that you have won a prize in the Bowlplex league this year!

You finished in 12th place in the O40 Singles League and 3rd in the Open Doubles League with your partner Mr G Brown. Your prize for 3rd place is ready for collection at the Bowlplex centre. I look forward to seeing you soon.

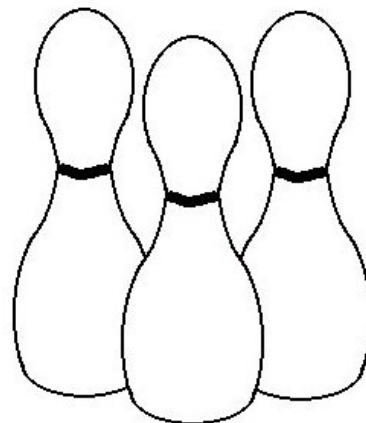
Yours sincerely

B.Thompson

Mrs Betty Thompson, Manager



Bowling shoes



Bowling pins



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National Curriculum Links

Design Technology: Key Stage Three - 1b, 1d, 3a, 3c

QCA Links

Design Technology: Units 8 'Designing for clients' (adapted)



Learning Objectives

Children will:

1. Understand the concept of corporate branding.
2. Be able to form and justify opinions about design ideas and concepts.
3. Have opportunities to create their own logo/branding for Bowlplex.
4. Be able to constructively criticise their own work and discuss possible improvements.

Activity

Children to look at and discuss Bowlplex branding, specifically the main logo. They must recognise the significance of logos and branding in commercial business and why it is important to have a logo which is unique and easily identifiable. They should draft a number of ideas before settling on one final design to show and present to the class. They must give an explanation as to their choice and why their logo will be the best choice for Bowlplex.

Resources Required

- Child worksheets
- Pens / pencils
- Coloured pens/pencils

Important Vocabulary

logo	branding	business	company	symbol
trademark	product	commercial	design brief	shape
colour	identity	marketing	rebrand	unique