

SCHOOL KIT AT HOME

TALK: How good do you think your memory is for what you see around you every day? Do you think that you can draw the logo of something you saw every single day before lockdown - a BP, McDonalds or a Z Station perhaps? What about a KFC or a McDonalds? How accurate do you think your drawing would be?

DO: Choose a set of 5 companies whose logos you all know (or think you know). We suggest big companies like Adidas, Starbucks, Nike, Burger King, McDonalds, Nestle etc

1. Draw the logos.
2. Make sure that you specify which bit is which colour.
3. Make sure you include the placement of any words.
4. Check your logos against the real thing.
- 5.

LOOK: At Branded in Memory. How did your drawings rate against the 150 people tested?

<https://thecuriousbrain.com/?p=86193&fbclid=IwAR3Uu-2jQSyGNYebjERVsTk6q7zRPEYJaazwByTE5LLKfdTAyQIA76-mrco>

