Activity name	**How to Build a Good Name and Logotype for a Brand or Company? Rules. Examples of mistakes**
Activity goal	1. Provide basic knowledge about the brand and its functions. 2. Providing knowledge about the features of a good brand name and logotype (mark). 3. Building the ability to create a good brand name/logotype.
Key words	Brand, brand / company name, brand logotype (sign).
Time limit	45 minutes
Target group	High school students participating in entrepreneurship classes. It is recommended that the classes are taught for second-grade students who have already had initial courses in the basics of entrepreneurship.
Objectives and tools	The lesson guide includes didactic materials consisting of a PowerPoint presentation with a lecture.
Annotation	-------
Methodology	1. **Introduction to the topic of classes** One of the elements that determine the market success of modern enterprises is a well-chosen brand/company name and a well-prepared logotype. A large number of competitors, in particular, forces new enterprises to prepare the name and logo well and the entire corporate visualization. A bad brand name and its duplication in relation to the existing names often limit the possibilities of international expansion, i.e. internationalization, for enterprises. 2. **Acquainting students with the subject of the requirements for good brand names** Idea marketplace: Do any of you know what are the features of a good brand name? What examples of good brand names could you give? The teacher asks questions about the ideas presented by the students in order to awake their curiosity. He/She summarizes the students' ideas at the end of the discussion. A short lecture follows (see the PowerPoint presentation). 3. Anchoring knowledge related to the subject of brand names and logos by means of exercises: • Exercise no 1:

Students are asked to evaluate 4 city name logos (logos are presented on the 16th slide of the presentation). Free student statements.

• Exercise no 2:
Students have to come up with new names and propose new logos, appropriate for the proposed names (exercise proposal on the 17th presentation slide; any industry). Work in groups of 3-4 people. Each group proposes one name and one logotype for the developed name. At the end of the class, students briefly present their work in front of the entire class (name and discuss the logotype).

Theory

The theoretical part of the course has been divided into five parts:
1) Introduction - defining the concept of "brand" and presenting its basic functions.
2) Definition of what a brand name is and discussion on the features of a good brand name.
3) Defining what a brand logotype (sign) is and discussing the features of a good logotype.
4) Overview of examples of brand logos.
5) Discussion on some examples of brands that can be considered unfortunate.

The knowledge contained in the theoretical part is a necessary introduction to the issues related to the creation of new brand names and the design of brand logos (signs).

Examples

In the second part, the classes take a practical form - students complete two exercises. Exercise no 2 is carried out in groups. At the end of the classes, students present the names and logos they have designed in front of the class.

Referencies

- Keller, K. L. (2002). Branding and brand equity. Cambridge, Mass: Marketing Science Institute.
- Kotler, P., Armstrong, G. Opresnik, M. O. (2018). Principles of marketing. Harlow [etc.]: Pearson Education Limited.
- Wheeler, A. (2012). Kreowanie marki: przewodnik dla menedżerów marki. Warszawa: Wydawnictwo Naukowe PWN.
- Pogorzelski, J. (2015). Marka na cztery sposoby: branding percepcyjny, emocjonalny, społeczny i kulturowy. Warszawa: Wolters Kluwer.