



In this unit you are going to learn about

- logos
- emblems
- business cards
- letter-headed paper
- envelopes

Warm-Up

1. Apart from food/drink products, where else are logos and emblems used? _____
2. What are they used for? _____
3. Do you think they are necessary for marketing a company's products? _____



Activity 1:

Read the text. Then write the eight things which promote corporate identity.

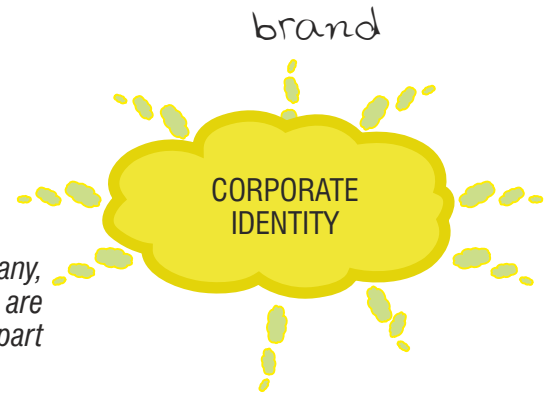
THE IMPORTANCE OF A CORPORATE IDENTITY

A corporate identity is important to any business, organization or company, regardless of size, mission and purpose. Your identity will define who you are and what you do to customers, partners and the public. It also sets you apart from your competition.

An effective corporate identity will make you easily recognizable through your branding, actions and communications. Create a corporate identity by explaining your company's mission and values through a visible, consistent and memorable brand.

It is also important to create identity materials. Depending on your business, identity materials might include a logo/emblem, business cards, a website, brochures, flyers, stationery and packaging materials. Keep your identity consistent through all of your materials. Use the same colours, font, graphics and sizing.

- ★ **corporate identity:** /kurumsal kimlik/
- ★ **consistent:** /tutarlı, istikrarlı/





MARKETING DISASTERS IN THE WORLD

Pepsi



When Pepsi expanded their market to China, they launched with the slogan, “Pepsi brings you back to life”. What they didn't realise was that the phrase translates into, “Pepsi brings your ancestors back from the grave”. At least the Cola-Cola executives had a good laugh.

In 1985, Coca-Cola tried to introduce a new, sweeter version of their beverage to compete with Pepsi's larger market. In blind taste tests /lezzet testi/, people preferred the taste of Pepsi over Coca-cola. The producers of Coca-cola wanted to regain market share with a new recipe. But when they changed the classic recipe with the new one, consumers didn't like the taste. They wanted the old classic beverage, whose secret recipe is still guarded under lock and key!

Coca-Cola



Chevrolet Nova

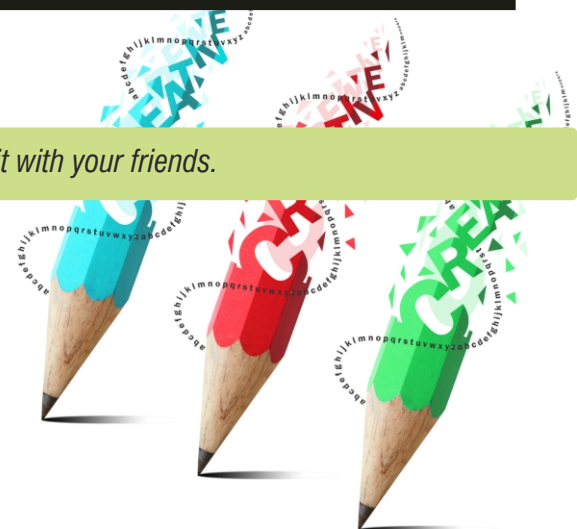


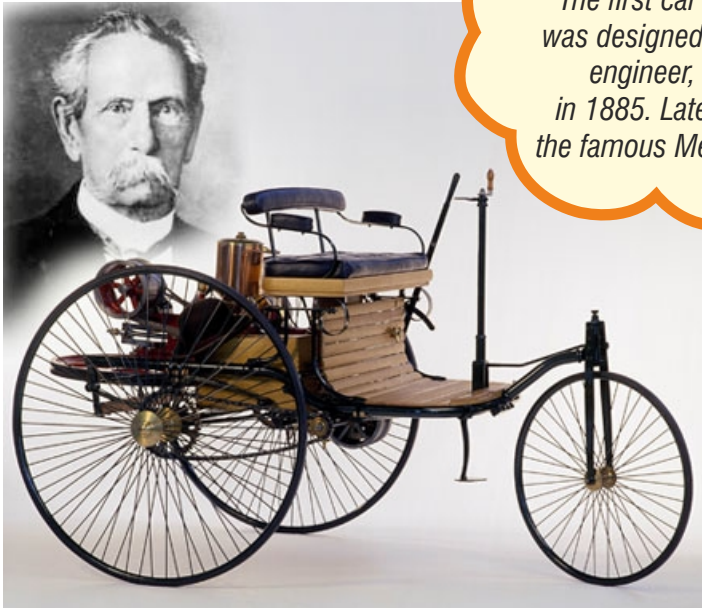
One of the most famous cases of a corporate marketing disaster was when Chevrolet decided to enter into the Latin American marketplace. One of the vehicles they were advertising heavily was the old reliable Chevy Nova. Unfortunately, the marketing experts failed to realize that “No Va” in Spanish means “No Go”. Chevrolet quickly cancelled its marketing campaign and concentrated on different models. After all, nobody wanted a new car called the No Go!



Homework Challenge

Find one more interesting marketing disaster. Bring it to class and share it with your friends.





DID YOU KNOW?
 The first car in the world was designed by a German engineer, Karl Benz, in 1885. Later, it became the famous Mercedes-Benz.



Henry Ford (1863–1947), the founder of the Ford Motor Company, did not invent the automobile but he was the first creator of mass production. Many middle-class Americans could afford to buy cars. So, he designed and built special machines for production in factories. He manufactured the Model T car. This revolutionized transportation and American industry.

Activity 1a:

First read the definitions below. Then look at the emblems and logos. Write (A) for alphabetic, (S) for symbolic and (N) for numeric symbols.

Alphabetic (takes its form from a letter or word)

Symbolic (takes its form from a symbol, shape or animal)

Numeric (takes its form from a number)











Mercedes-Benz



HONDA




JAGUAR



Activity 1b:

Now give reasons for your answers to Activity 1. Write your answers under the logos.

Example:  Toyota = S (symbolic) because it uses a symbol.



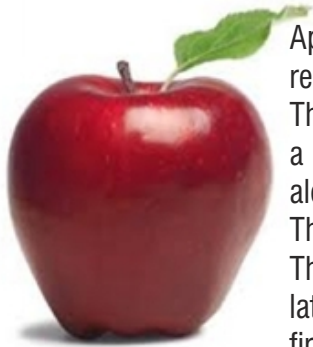
Activity 2a:

Look at the way logos have changed over the years. Why do you think this has happened?
Can you draw what the next logo will look like in the future?



Activity 2b:

Read the text below. Then number the logos from 1 to 3.



Apple's first logo was a complex picture, a mark of respect to Isaac Newton sitting under an apple tree. The picture had a long phrase underneath it : 'Newton... a mind forever voyaging through strange seas of thought... alone' with the brand name: Apple Computer Co. This is where the short history of the Apple logo begins. The apple shape with a bite taken out of it was introduced later to increase brand recognition. The bitten apple logo first had rainbow colours and later monochromatic tones.



★ **monochromatic:** /aynı rengin açıktan koyuya tonlanarak çalışılması/



a) _____



b) _____

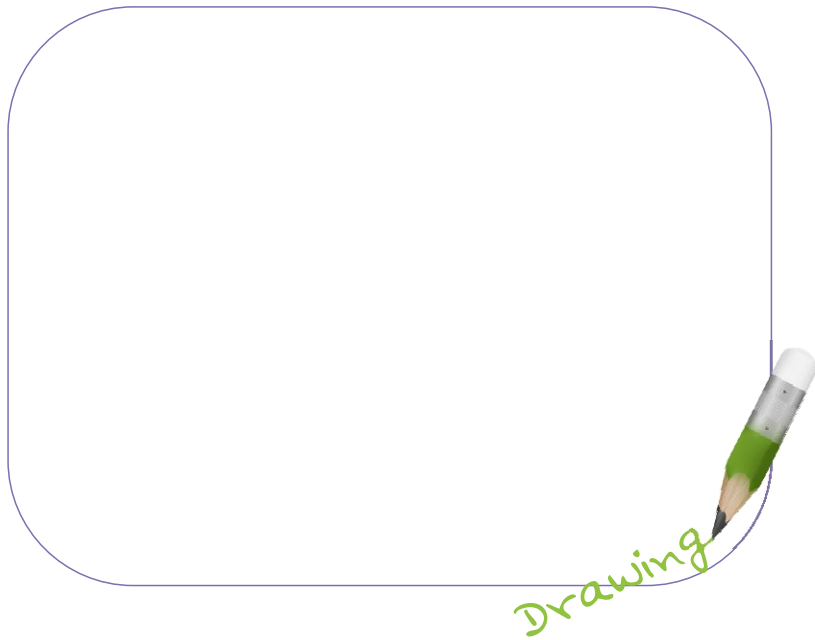


c) _____



Activity 2c:

Can you predict what the next Apple logo will look like? Draw it, colour it and show it to your group.



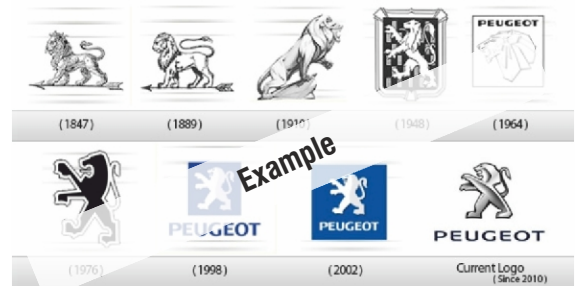
DID YOU KNOW?

Newton was drinking tea under an apple tree. He observed an apple falling from the tree. Then he developed his theory of gravity.

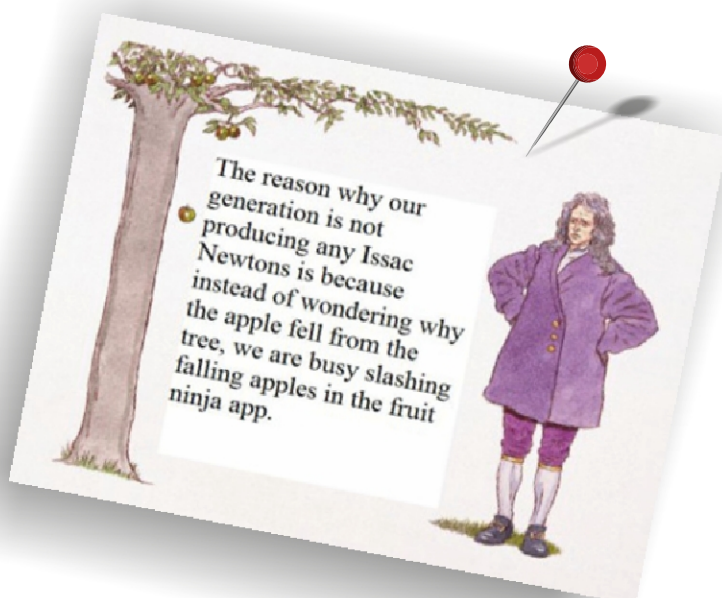


Activity 2d:

Find 2 more examples of logo change of famous brands over the years. Then tell your group about them. You can then list them on the board.



HUMOUR SECTION



 **Activity 3:**

How many of these logos do you know? Write their names and create the alphabet.

THE NEW AGE ALPHABET!



(Aa)

(Bb)

(Cc)

(Dd)



(Ee)

(Ff)

(Gg)

(Hh)



(Ii)

(Jj)

(Kk)

(Ll)



(Mm)

(Nn)

(Oo)

(Pp)

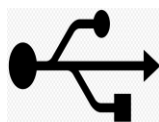


(Qq)

(Rr)

(Ss)

(Tt)



(Uu)

(Vv)

(Ww)



(Xx)

(Yy)

(Zz)

Business Cards

Warm-Up

1. Who are these people? _____
2. Where are they? _____
3. What are they doing? _____



Activity 1:

Look at the pictures below and read the dialogues. Decide who each business card belongs to. Then write their names using the four business cards.

A: _____

B: _____

C: _____

D: _____

Dialogue 1



A: Hello! Are you still practising law?

B: Yes, I'm in court all day today. What about you? Are you still doing the same job? I need someone to check my finances.

A: Yes, but I'm working with a new accounting firm. Take my card.

B: I'm very busy at the moment, I'm afraid. Look, here's my card. Give me a call!

Dialogue 2



C: What are you doing now?

D: I design logos for restaurants and hotels.

C: Oh really? Maybe we can work together one day, as I design pages for an internet company, soon.

D: You can prepare my emblems for the pages for the site, then!

C: That will be great. Here's my card.

D: And here's mine. Let's talk

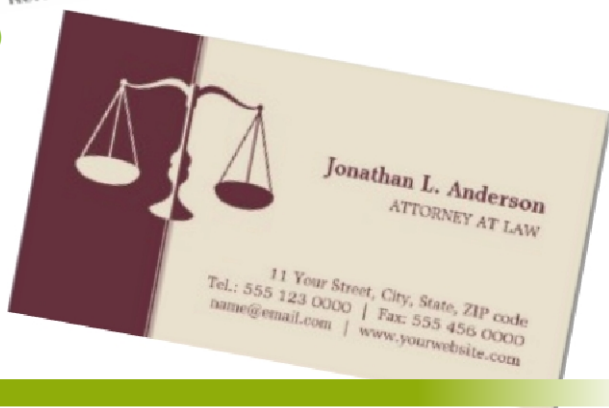
a)



b)



c)



d)





Activity 2:

What information can be placed on business cards? Complete the mind map.



Project:

Design a business card for any occupation or for yourself. Then, bring it to class. Include the:

·logo/ emblem

·address

·telephone number

·name

·occupation

·e-mail



Letter-Headed Stationery (envelopes and paper)



Activity 1:

Look at the letter-heads on the stationery below. What information can you find on

- a letter-headed envelope /antetli zarf/?
- letter-headed paper /antetli kağıt/?



write your answers here:

envelope:

paper:

.....

.....

.....

.....

.....

.....

.....

.....

Activity 2:

Look at the chart on the layout and organisation on the stationery. Write a short description explaining the 'layout'. Use the words and phrases below.

what	where/layout	how/orientation
logo	top	landscape
name	bottom	portrait
address	left-hand corner	
telephone number	right-hand corner	
e-mail address	centred	
	aligned	

Example:

Time to Freshen Up Your Brand... **Mint** advertising

The logo is at the top in the right-hand corner.

The address and telephone number at the bottom on the right. It is in portrait style.

Atatürk Cad., Yenişehir B...
Tel: +90 (392) 227 88...
M: +90 (542) 859 79...
...as Yolu Kat:1 No:2 Lefkoşa / Kıbrıs
Fax: +90 (392) 227 88 10
e-mail: info@mintreklam.com
mintreklam.com

1

TIGA
www.tigatrading.com

Quality Japanese Car Importers & Complete After Sale Care

Sevgi Caddesi No: 6 Minareliköy Lefkoşa / Kıbrıs
Tel: +90 (392) 232 48 48 - 49 Fax: +90 (392) 232 48 87
email: info@tigatrading.com
www.tigatrading.com

2

3

Electrofreezer
Domestic, Commercial and Industrial Refrigeration

Gönyeli - Güzelyurt Yolu Üzeri 6.mil P.K.590 Lefkoşa, Kıbrıs
Tel: +90 (392) 223 1353 Fax: +90 (392) 223 3900
e-mail: info@electrofreezer.com
www.electrofreezer.com

Eurocity
INSURANCE

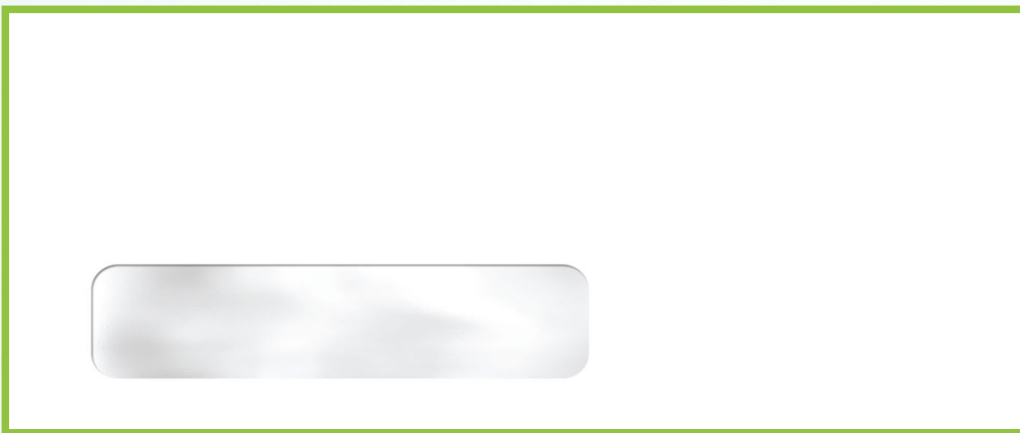
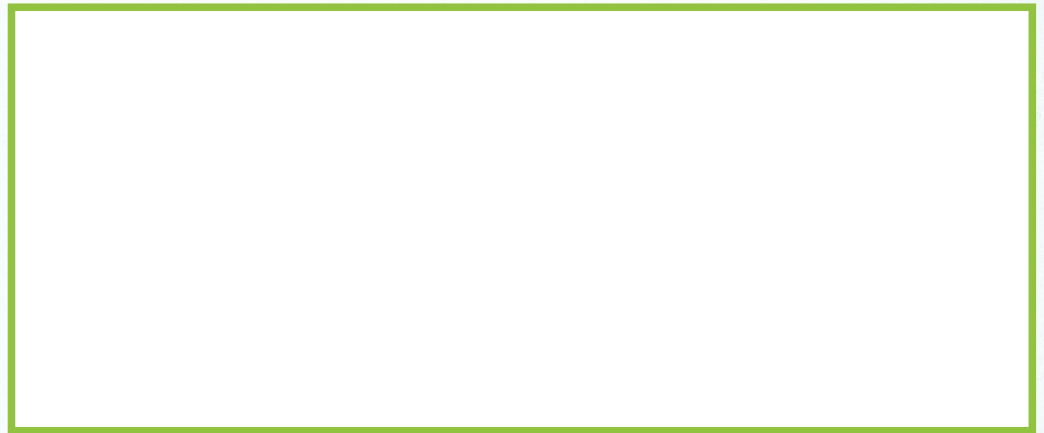
Sevkiye Ömeriye Cad. No: 17A K:2 Lefkoşa
Tel: +90 (392) 223 855 Fax: +90 (392) 223 855
e-mail: info@eurocityinsurance.com www.eurocityinsurance.com



Activity 3:

Design three envelopes to meet each of the following criteria. The logo is:

- i.numeric and placed in the top right-hand corner.
- ii.alphabetic and placed in the bottom left-hand corner.
- iii.symbolic and placed in the top centre of the page.



Project:

Prepare and print your own LETTER-HEADED PAPER for a car/electronics company, with an accompanying computer-generated ENVELOPE. Present it in class and explain why you placed the information in specific places.



Activity 4:

Look at these famous letter-heads. What are your three favourite ones and why?

1st : _____ because _____

2nd: _____ because _____

3rd: _____ because _____

1)



2)



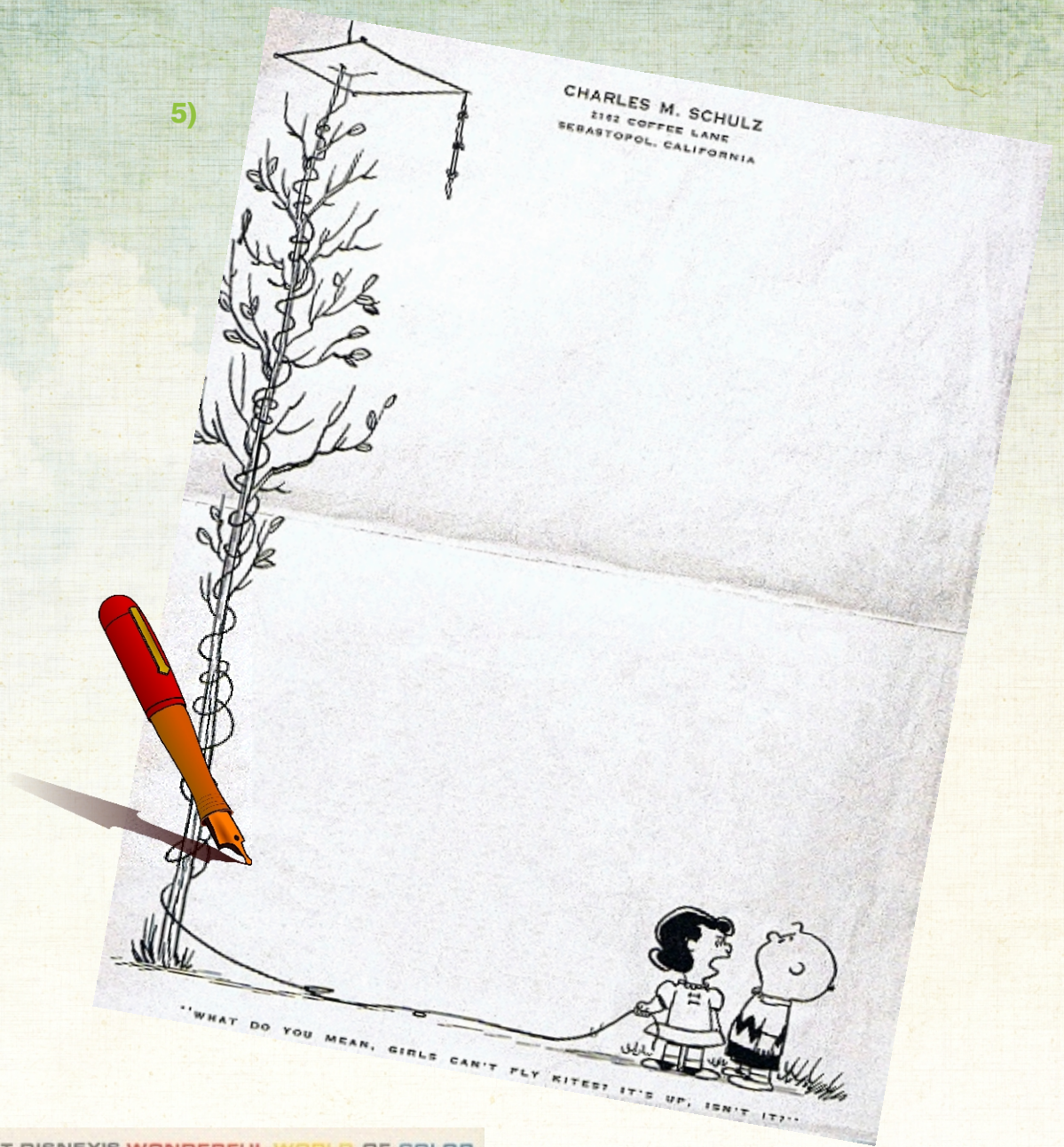
3)



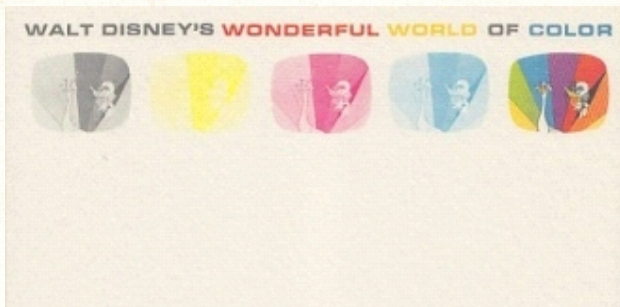
4)



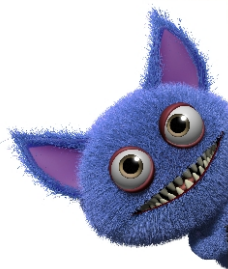
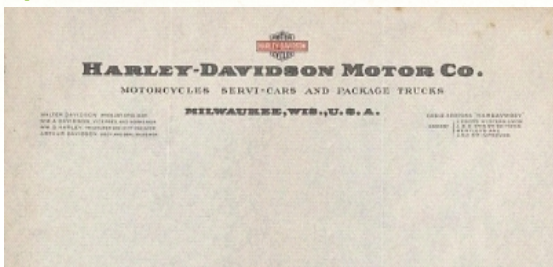
5)



6)



7)



LANGUAGE BOX:



embossed /gofre/