



Plan:

- When and where will you share this adventure?
- How will you create your logo? Will you draw your logo, or use a computer? What resources do you need?
- Does your Patrol or Troop have a name? What images come to mind based on this name?
- Are there any landmarks or symbols of your community that can be part of your logo?
- What colours will you use? Are there any colours that have special meaning to your Patrol or Troop?

Do:

- Collaborate as a Patrol on a logo that everyone can be proud of.

Review:

- What do you know now that you did not know before?
- How was the entire process? Were there any steps that were harder than others?
- How did everyone contribute?

Safety Note:

If you are using the internet to find elements and ideas for your logo, do so under the supervision of your Scouters. How can you stay safe while online?

Online Resources:

- Why city flags may be the worst-designed thing you never noticed
- Aaron Draplin Takes On a Logo Design Challenge
- Northern Army Preservation Society of Canada

Canadianpath.ca

Logo Design

CABOT TRAIL
Creative Expression



The Adventure:

We often recognize a brand by its logo just as easily as we do by its name. The golden arches of McDonald's is one of the most recognized logos in the world. The big yellow "M" gets you thinking about hamburgers even faster than reading the word "McDonald's".

Design a logo for your Patrol or Troop. This is a fun way to let the world know who you are with a symbol. You can use your logo on your Troop's newsletters, your Troop's website and even on your Troop's camping gear.



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