



Phonological Awareness Literacy Screening

Pre-K

Kindergarten

Grades 1–3

Logo Land

Literacy Skills / Print Knowledge



Materials

1. Familiar logos
2. Large wall space or bulletin board
3. Scissors
4. Class provided logos



Virginia SOLs

K.6

Procedure

1. Ask children to bring in items with familiar logos, such as McDonald's bags, cereal boxes, toy containers, snack bags, etc.
2. Cut out the logos and mount them for display.
3. Encourage children to practice reading the logos, emphasizing that logos, like letters convey meaning.