Logo Land
Literacy Skills / Print Knowledge

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

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.

Virginia SOLs
K.6