

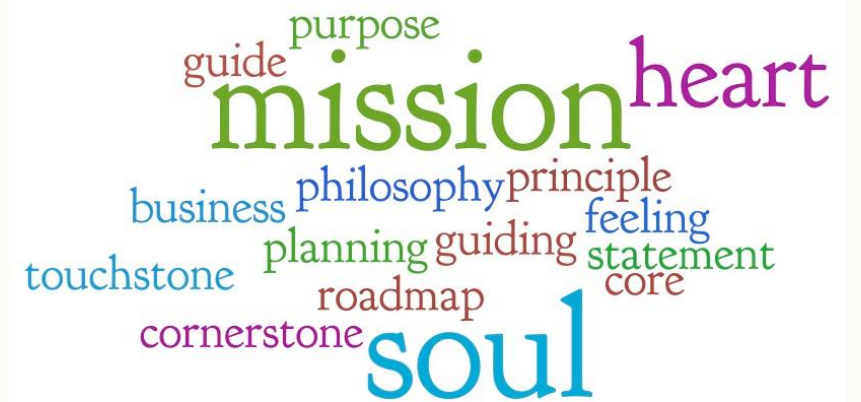


MISSION STATEMENTS SLOGANS & LOGO'S

BTT10

What is a Mission Statement?

- A statement that is used to communicate the purpose of an organization.
- It can also include the company's goals
- Define the reason for its existence



purpose
guide mission heart
business philosophy principle
planning guiding feeling
touchstone statement
roadmap core
cornerstone soul

Estee Lauder



ESTÉE LAUDER

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- Mission Statement
 - **"Bringing the best to everyone we touch"**. By "The best", we mean the best products, the best people and the best ideas. These three pillars have been the hallmarks of our Company since it was founded by Mrs. Estee Lauder in 1946. They remain the foundation upon which we continue to build our success today.
 - Also includes their slogan

Ford Motor Co.



-
- “We are a global family with a proud heritage passionately committed to providing personal mobility for people around the world”.

Mattel



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- “Mattel makes a difference in the global community by effectively serving children in need . Partnering with charitable organizations dedicated to directly serving children, Mattel creates joy through the Mattel Children's Foundation, product donations, grant making and the work of employee volunteers. We also enrich the lives of Mattel employees by identifying diverse volunteer opportunities and supporting their personal contributions through the matching gifts program.”

What is a Logo?



- A unique design or symbol used to identify an organization.
- Printed on all advertising, products and communications
- Most logos only contain 2 or 3 colours
- They can also be easily reproduced / simple design



Google

Walmart
Save money. Live better.

Microsoft



Slogans & Mottos



- A short sentence that encapsulates the beliefs or ideals guiding a business
- A short phrase, preferably memorable used in advertising

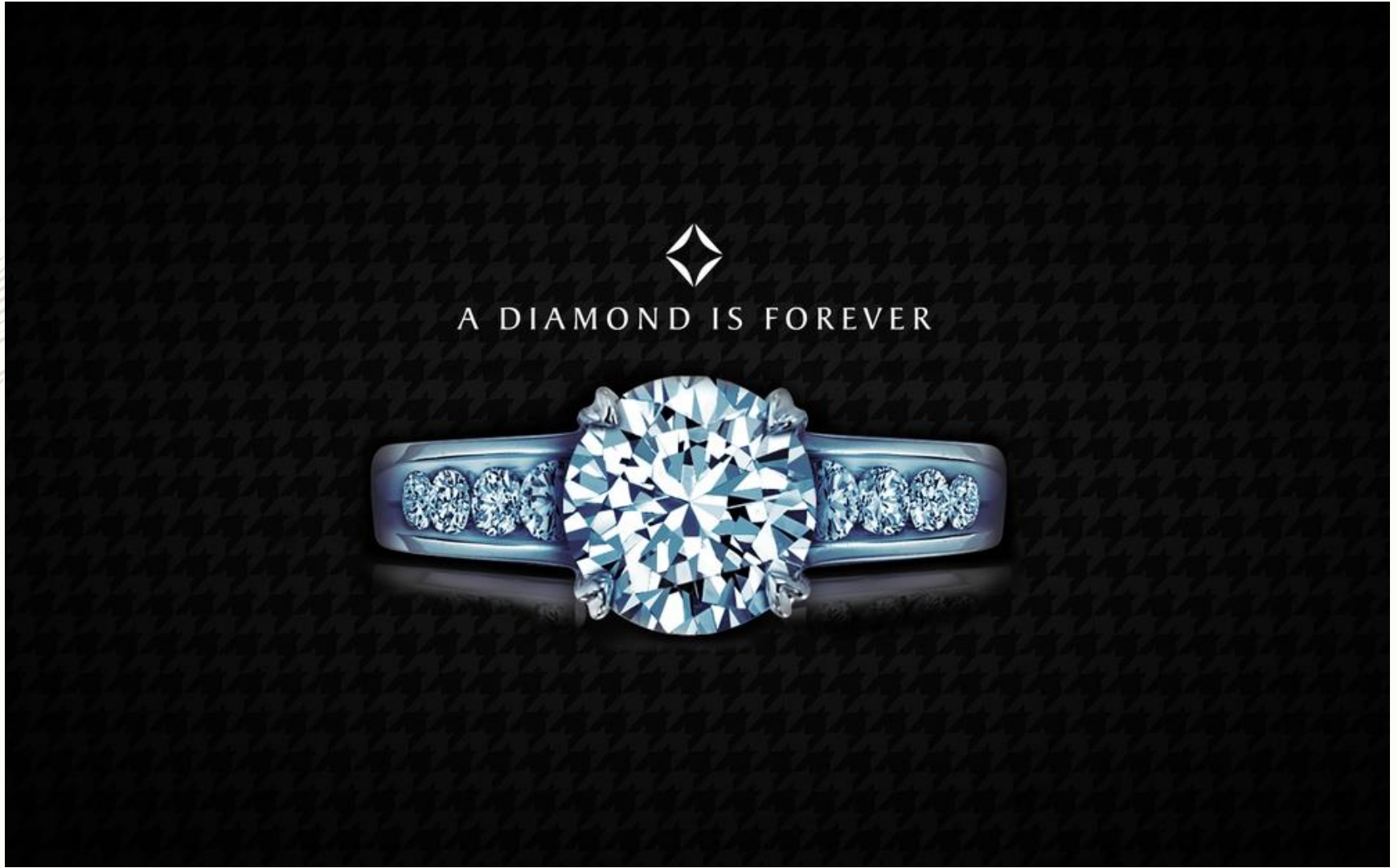




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Task

- For 3 companies of your choice find out their mission statement and motto/slogan and logo
- Analyze what you like about their slogan – why does it work?
- Analyze their font and colour choices for their logo and slogan. Why do you think they have made the choices they did?