



**GENERATING: NAME, LOGO AND
MOTIVATIONAL QUOTES / SLOGANS
OF THE STUDENT COMPANY**



**DEVELOPING YOUNG ENTREPRENEURS BY RUNNING
A MINI-COMPANY ON A EUROPEAN LEARNING LEVEL**

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Student Company Name

- Creating a winning company name takes some thought but is one of the most important things you'll do during the process of starting a student company.
- So how do you create a winning student company name? Get together for a company name brainstorming session. Many company names are incorporated into the logo.

Five rules

for choosing a student company name:

- It has to be memorable - but easy to spell.
- It needs a visual element.
- It should have a positive connotation.
- It may include information about what your company does.
- It has to be fairly short.



Student Company Logo

- The word logo means: a name, symbol or trademark designed for easy recognition. A logo is a graphical representation of the mini- company. It consists of symbols, illustrations and / or graphic print design. The logo should attract attention. It produces a first impression of your product.



Creating Advertisements: Slogans

Advertisements need to catch the interest of the target market and create a desire for consumers to buy your product!

Catchy slogans are great forms of advertisement.



Slogans don't become famous overnight - it can take months if not years before they gain mass appeal. Contrary to popular belief, the most influential slogans weren't developed as a result of hours of brainstorming in a boardroom but instead they came through more unconventional and sporadic means.

Some Examples:

"JUST DO IT"



When was it coined?

1988



Who created it?

Dan Wieden

Advertising Executive and Founder of the Wieden+Kennedy agency in Portland.



When was it coined?

1973



Who created it?

Ilon Spect

Copywriter at the McCann Erickson agency in New York

"BECAUSE YOU'RE WORTH IT"

L'ORÉAL



When was it coined?

1997



Who created it?

Craig Tanimoto

Art Director at TBWA/Chiat/Day agency in New York

"THINK DIFFERENT"



When was it coined?

1948



Who created it?

Frances Gerety

Copywriter at N.W. Ayer & Son agency in Philadelphia



"A DIAMOND IS FOREVER"

DE BEERS

Successful entrepreneurs

Richard Branson
Virgin (1989)



Larry Page &
Sergey Brin
Google (1998)



Mark Zuckerberg
Facebook (2004)



Hasso
Plattner
SAP (1972)



Jeff Bezos
Amazon
(1994)



Steve Jobs
Apple (1976)



Ingvar
Kamprad
IKEA (1943)



Anita Roddick
The Body Shop
(1976)



Howard
Schultz
Starbucks
(1971)



Amancio Ortega
ZARA (1974)



Business
Opportunities are
like Buses
There's Always
another one
Coming

Richard Branson



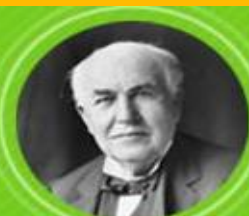
Your most
Unhappy Customers
are your
greatest source
of learning

Bill Gates



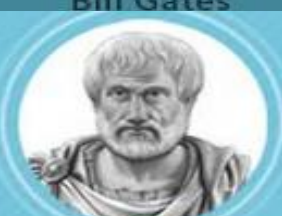
Sometimes
when you innovate,
you make Mistakes.
It is best to admit
them Quickly and
get on with Improving
your other Innovations

Steve Jobs



Our greatest
weakness lies in
Giving up.
The most certain
way to succeed
is always to try
just one more time

Thomas A. Edison



Pleasure
in the
job puts
Perfection
in the
Work

Aristotle



If you are
not willing to
risk the usual
you will have to
Settle for
the Ordinary

Jim Rohn

Motivational Quotes from Legendary Entrepreneurs, Inventors and Leaders

- "A person who never made a mistake never tried anything new." - **Albert Einstein**
- "Don't let the noise of others' opinions drown out your own inner voice." - **Steve Jobs**
- "Successful men and women keep moving. They make mistakes but they don't quit." - **Hilton**
- "Failure is just a resting place. It is an opportunity to begin again more intelligently." - **H. Ford**
- "All our dreams can come true, if we have the courage to pursue them." - **Walt Disney**
- "Don't worry about being successful but work toward being significant and the success will naturally follow." - **Oprah Winfrey**
- "I always find people smarter than I am. Then my job is to make sure smart people can work together. Stupid people can work together easily, smart people can't." - **Jack Ma**
- "Someone is sitting in the shade today because someone planted a tree a long time ago." - **Warren Buffett**
- "High expectations are the key to everything." - **Sam Walton**
- "Business-based friendship is a better deal than friendship-based business." - **John Rockefeller**
- "When you decide to think so and so, think on a grand scale." - **Donald Trump**
- "Risk more than others think is safe. Dream more than others think is practical." - **H. Schultz**
- "Don't be afraid to assert yourself, have confidence in your abilities and don't let the bastards get you down." - **Michael Bloomberg**
- "If hard work is the key to success, most people would rather pick the lock" - **McDonald**
- "If you just work on stuff that you like and you're passionate about, you don't have to have a master plan with how things will play out." - **Mark Zuckerberg**
- "If you want to be an entrepreneur, it's not a job, it's a lifestyle." - **Niklas Zennstrom**

Generating motivational **YELL** slogans/quotes

SHORT-LISTED SLOGANS

- STARTS THE DAY WITH **YELL** AND MAKE YOUR PROGRESS WELL
- **YELL** IS COOL, SO DON'T BE EMPTY, TRY TO BE FULL
- **YELL** JOIN NATIONS SO JOIN US TODAY
- FIND **YELL**, ENJOY WELL
- BE PREPARED FOR LIFE WITH **YELL**
- KEEP CALM AND GO **W(Y)ELL**
- **YELL** MAKES OUR LIVES RICHER - JOIN US TO FEEL BETTER
- **YELL**, A FUN WAY TO START YOUR OWN BUSINESS
- STEP BY STEP, MAKE YOUR BIG JUMP THROUGH **YELL** AHEAD
- NICEST THING IS NOT MONEY, BUT IT IS **YELL** AND ITS ADVENTURES
- ALWAYS TRY TO GET NEW CUSTOMERS
- ALWAYS BE INTERESTED AND TAKE EVERY OPPORTUNITY TO REACH OUT TO NEW POTENTIAL CUSTOMERS
- BE VISIBLE AND AVAILABLE
- A WISE MAN NEVER KNOWS ALL, ONLY A FOOL KNOWS EVERYTHING
- A WISE MAN CHANGES HIS MIND, A FOOL NEVER WILL
- IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER
- ONE MUST CHOOSE THE RIGHT CHANNELS TO REACH DIFFERENT TARGET SEGMENTS