

Slogan Guidelines

Your Product Brand must have a graphic logo and a slogan that work to promote or disseminate the brand and message that the group decides on.

The logo and slogan cannot be trademarked (sorry, can't use the "Got Milk?" slogan), but you may consider playing on a trademark as long as it conforms to fair use.

Use the six components below to test your slogan and make sure it has what it takes to make it stick. (Does not necessarily need all elements)

1. **Make it Memorable**

Your slogan must be memorable. Make it easy to remember, something they want to brand in their memory and possibly even repeat to others.

2. **Key Benefits**

Your slogan must contain a key benefit of the product or service. Give them a reason to remember it.

3. **Differentiate Your Brand**

It must differentiate your brand. Does it bring out the character of the product or services that sets it apart from your competitors?

4. **Solidify the Brand**

It must recall the brand name otherwise who cares who remembers it. The brand can be depicted in the words you use or in the image of your logo.

5. **Rhythm and Rhyme**

Create rhythm and rhyme. Does it rhyme? Does it have a ring to it? The rhythm of the tagline will help to stick in the memories of those that read it or hear it.

6. **Warm and Fuzzy Effect**

Make it warm and fuzzy. Does your slogan leave people feeling warm and fuzzy? Does it bring a smile to their face or perhaps even a little chuckle? A slogan is more likely to stick in the minds of others if it imparts a positive feeling or emotion.