



# SLOGANS & LOGOS FOR COALITIONS

How to Help Your Audiences Remember You

Participant Reference Guide



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# SLOGANS & LOGOS FOR COALITIONS

## Introduction

In 2017, the *American Cancer Society*, supported by the *Centers for Disease Control and Prevention*, developed a course on **Slogans and Logos for Coalitions: How to Help Your Audiences Remember You** for *Comprehensive Cancer Control* coalitions.

This introductory course is intended for Comprehensive Cancer Control coalition members who have little or no experience with the advertising practices of slogans, and logos. Slogans and logos are devices for *associating phrases (slogans) and images (logos) with ideas* that are already in the mind of your audience. If you already understand these advertising concepts, this course might be below your skill level.

## Learning Objectives

In this course, you will learn

- How to get started and **make good progress when your time is limited**
- How to **create a memorable slogan**
- How to **create a successful logo in 5 simple steps**
- How to **easily jump start your creation processes**

## Course Features

This course has the following helpful features and benefits:

- **A user-friendly online format** – you can proceed at your own pace with pause and replay
- **A companion guide** – you can scan the key ideas in written format
- **Practice exercises** – you can further develop your skills
- **Online resources** – you can further explore techniques and effective examples

# SLOGANS & LOGOS FOR COALITIONS

## Topics in This Guide

### Overview of Slogans and Logos

- The Power of Ad Impressions
- Your Two Primary Audiences

### How to Create a Slogan

- Why Have a Slogan?
- What Slogan Concepts Work Best
- What Makes a Slogan Successful
- Steps for Creating a Slogan
- A Slogan Checklist

### How to Create a Logo

- Why Have a Logo?
- What Logo Concepts Work Best
- What Makes a Logo Successful
- Steps for Creating a Logo

### Resources

- Slogan Generators
- Logo Mega-bundles and Custom Designers
- Free PDF Resources

# SLOGANS & LOGOS FOR COALITIONS

## Overview of Slogans and Logos

Slogans and logos are devices for *associating phrases (slogans) and images (logos) with ideas* that are already in the mind of your audience. Slogans and logos are concise communication devices. They are like arrows because they try to carry a single, pointed idea into the minds of recipients.

### The Power of Ad Impressions

Most memorable slogans and logos in people's minds have arrived there because of the number of times that they have seen them. The advertising industry calls such exposures "ad impressions."

For example, if you can easily visualize the logos for Apple, IBM, or Kleenex, it is primarily because of the number of times that you have seen their logos. Your memory of those logos has less to do with the inherent power or memorable nature of the logos themselves and more to do with the number of times that you have seen the logos over time (the number of ad impressions that you have seen over time).

However, even without the assistance of a million-dollar advertising budget to generate thousands of ad impressions, your slogan and logo can be effective within your local community. If you follow the principles in this document, you will avoid making big mistakes and wasting a lot of time and energy in your design process. Your coalition brand recognition within your community will improve over time.

### Your Two Primary Audiences

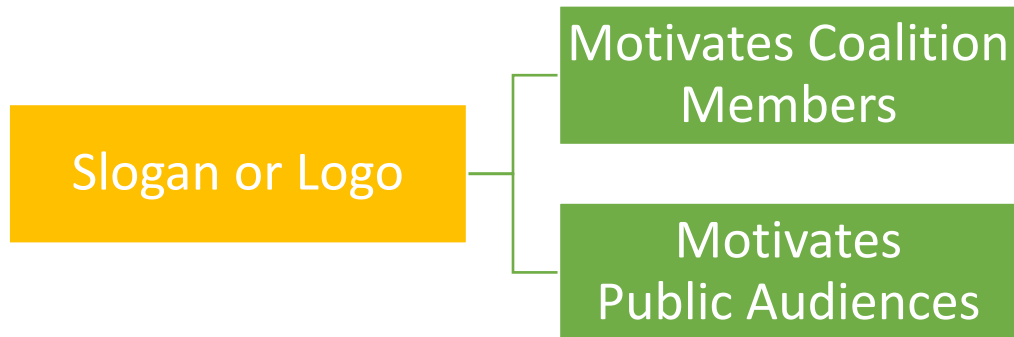
Slogans and logos have two primary audiences – the Comprehensive Cancer Control coalitions and the general public.

For coalition partners and members, slogans and logos are symbols for the coalition causes, purposes, and goals that they believe in and want to invest in with their time and effort.

In this role, slogans and logos can have positive influences on the feelings of cohesiveness, belonging, and shared visions among coalition partners. These benefits alone can make your investments in a slogan and logo worthwhile.

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For the general public, coalition slogans and logos are also symbols for the coalition causes, purposes, and goals. For example, when a person sees your slogan or logo, it triggers a memory from within their mind about what the slogan or logo stands for.



This means that people must have prior knowledge of your coalition name, cause, or activities in order to be influenced by your slogan or logo.

The process of increasing your coalition brand recognition is a process of creating and sending brand indicators and brand messages into the public arena, where they can reinforce each other over time. Eventually, when the public sees your slogan or logo, they will associate it with the knowledge that they have gained from previous exposures.



Slogans are far more powerful than logos for public audiences because slogans can use words and phrases and rhythm to communicate ideas and emotions far more effectively than logos can. Therefore, concentrate on your slogan or tagline if you want to inform the public about your coalition and its mission. Logos are very limited in their communication power, especially when they are new.

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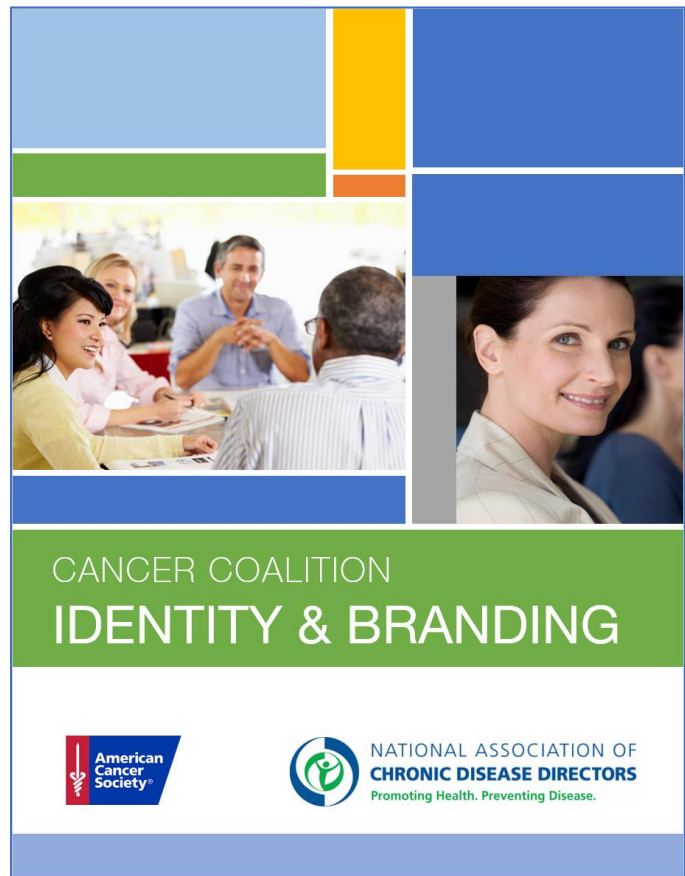
## Coalition Identity, Purpose, and Goals

The utility of slogans and logos is in their focus to communicate a single idea. But their focus also means that your coalition partners and members must agree upon a single message for the slogan and logo to carry.

The process for choosing that message can be challenging for coalitions because reaching a consensus involves discussions about the identity, purpose, and goals of your coalition. [The Cancer Coalition Identity & Branding companion course](#) is a useful resource that can provide you with more in-depth information on branding, identity, and coalition messaging issues.

Once an agreement has been reached on your coalition identity, purpose, project goals, and messages, the process of creating slogans and logos is much easier. The agreement provides a stronger foundation and increased clarity about what messages the slogans and logo should carry.

The process for creating a slogan and logo has three main phases: 1) clarify your coalition identity and goals, 2) choose activities and benefits to include in your slogan, and 3) choose shapes and colors to evoke feelings when people see your logo.



Coalition Identity  
Purpose Goals

Slogan Activities  
Benefits

Logo Shapes  
Colors Feelings

## Slogans

### What Is a Slogan?

There are many definitions of a slogan. Here are a few:

- A short, memorable, 3-second written summary of an idea or concept
- A quick communication of the core purpose of an organization
- A catchy phrase used to help consumers remember a company, brand or product.

Companies create marketing slogans in the hope that their slogans will stick in people's minds. Then people are more likely to remember the slogan and choose the company's product. It is the same for your coalition. A memorable slogan or logo that is associated with positive thoughts in a person's mind will help to motivate that person to support your cause.

### Why Have a Slogan?

A slogan is a unique tagline that can be used for multiple purposes, including making a promise and carrying emotional meaning. The content and purpose of your slogan are up to you. Here are some example slogan ideas for different purposes. In each example, the purpose is on the left, and the potential slogan phrase is on the right.

- To present a call to action – Join the fight. Get screened. Stay healthy. Eat green.
- To clarify your focus – Breast Cancer versus Colon Cancer
- To identify with an audience group – Hispanic Cancer Association
- To provide a reason to donate or join – Help cancer patients when they need it most
- To state a distinctive competence or focus – Philly Patient Ride (transportation for cancer patients)
- To identify with a societal concern – Cancer affects all of us. Join 10,000 others in the fight.

What is the single core message that you want to send to your two primary audiences? What single message will inspire your partners and members the most? What single message will inspire the public to support your cause?

Use your single core message to filter out unrelated ideas and increase your focus.



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## What Slogan Concepts Work Best?

Now that you know more about the audiences, foundations, and purposes of slogans, it is time to consider how you can create a slogan for your group in the most effective way that works for you.

The best concepts that work for slogans are emotional appeals that have a narrow focus and are easy to describe and recognize in a few well-chosen slogan words. Concise advertising slogans typically have three to ten words, so you do not have much room to work with.

Below are some familiar examples. Pay attention to the *sound* of the slogans in your mind. Sound, emotion, and rhyme are important all the time for slogans. Emotion is the most powerful factor that can help you make memorable slogans. See if you can spot the rhyming sounds, emotions, imagery, and alliteration in the slogans below. Maybe you can use some of these techniques in your coalition slogan.

- Just say no. Never let go. We try harder. Finger-lickin' good.
- Because you are worth it. A diamond is forever. Same medicine, Same results.
- Good to the last drop. You deserve a break today. A voice for the voiceless.
- Be ambitious, make nutritious, taste delicious!
- Takes a licking and keeps on ticking. Melts in your mouth, not in your hand.
- An apple a day keeps the doctor away.

Coalition slogans – like all slogans - are most effective when they focus on specific purposes, actions, or benefits that relate to the audience. A reasonable goal for your slogan project is to describe your coalition's specific purpose and benefit in an emotional way that the audience can easily relate to. Here are a few made-up slogans for coalitions with different areas of interest. Look for the specific actions and emotions that a public audience would easily recognize and understand.

- Philly Patient Ride coalition - We give rides to patients when they need it most.
- Community health workers - We educate community members for healthier lives.
- Patient navigation coalition – We guide you through the complex medical system.
- Colorectal cancer coalition – We help you to screen out cancer.

Your coalition slogan will probably be most effective if it can describe a specific action or emotional appeal that relates to the lives of individuals at some stage or role in their life journeys. That is because your slogan will connect with the personal aspects of individual lives.

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In contrast, slogans that are focused on general geographic locations usually do not offer public audiences strong emotional reasons to become involved. That is because the slogan focuses on the geographic location instead of focusing on specific coalition actions and benefits to individual lives.

If a geographic location is perceived as extra-special by the audience, and if the audience strongly and emotionally identifies with the location, then geographic slogans can have more impact. But even so, geographic appeals are weaker than emotional appeals that involve family, health, sickness, and longer versus shorter lives. Here are a few examples of weaker geographic appeals versus stronger emotional and social appeals:

Weaker geographic appeals (names are not real):

- The South East Cancer Coalition
- The North West Coalition

Stronger emotional and social appeals (names are not real):

- The Breast Cancer Survivor Support Network
- The Native Cultural Cancer Coalition

For public audiences, your slogan will be more successful if it talks about how your coalition's purpose and activities can improve people's lives and not about the coalition's size, features, or awards. But for coalition members, talking about your coalition's size, features, uniqueness, and awards can be motivational. Which audience should your slogan be written for? Can you create one that appeals to both audiences at the same time? (Hint: The pattern shown above addresses the needs of both audiences: We do ... for ...")

Appeal to your audience's emotions. Make it easy for people to recognize the value of your work and the benefits they might receive by interacting with your coalition.

## What Makes a Slogan Successful?

Successful slogans carry both words and sounds into people's minds. The words carry meanings, and the mental sounds carry rhymes and rhythms. The meanings are memorable if they contain emotions, and the sounds are memorable if they contain rhythms, rhymes, and alliterations.

Here are some famous names that use alliteration and rhyme: Donald Duck, Peter Pan, Mickey Mantle, LA Lakers, New York Yankees. If you can capture a meaningful, emotional message for your audience in a phrase that has alliteration and rhythm, your slogan can be a winner.

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## Steps for Creating a Slogan

The three core steps of all slogan construction processes are to: 1) build a consensus foundation around your coalition identity, purpose, and project goals; 2) build a list of trial slogans; and 3) evaluate and choose a final slogan.

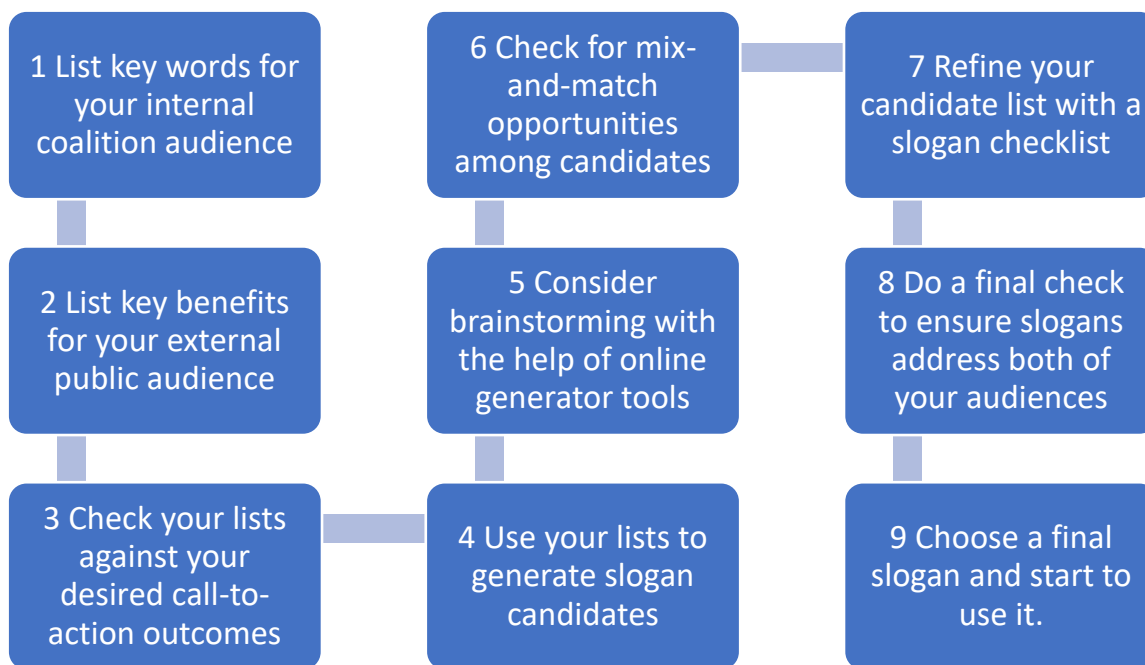
The following steps are for a complete slogan creation process that goes beyond the core steps mentioned above. These steps are a good framework for your initial discussions. You can add or subtract steps from the process below to fit your situation, but making large-scale process changes will probably not be helpful to your slogan goal. Each step in the list below has a specific purpose and role to play in creating a successful slogan.

## A Complete Process for Creating a Slogan

- The first step towards reaching an audience is for you to become aware of the language and words that they are familiar with. If you use language, words, expressions, and concepts that are familiar to your audience, you can make it easier for them to understand and accept your message. Using the right words is critical for slogans because you have so few words to work with. It is possible that words that make perfect sense in one culture will make no sense or negative sense in another culture.
- To avoid making that mistake, consider the demographic characteristics of your audience and their popular words, expressions, and cultural beliefs.
- Make a list of keywords and phrases that represent concepts from your coalition purpose, actions, and project goals. These are words that are important to your first audience, your coalition partners.
- Then, make a second list of keywords and phrases that represent concepts and benefits that are important to your second audience, the general public. These words and emotional appeals will make it easier for people to relate to your coalition and to support it.
- Next, make a third list of things that you want people to do when they read your slogan. These are calls to action and are the outcomes that you would prefer to occur when people read your slogan. What do you want to inspire your audience to do, feel, or think after they read your slogan?
- You might not use call-to-action words in your slogan, but your slogan words should support your calls to action, or at least not conflict with or discourage them. You want everything in your slogan and messages to agree with each other so that you do not send mixed messages to your audiences.

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- Now it is time to turn your ideas and keywords into trial slogans. There are several ways you can proceed at this point, discussed in a bit more detail below. The main approaches are to use an in-house brainstorming session with the help of slogan generators and slogan templates or to involve external services such as crowd-sourced design services or dedicated slogan designers. Either way, you need to create a set of trial slogans to build on and choose from.



- Look for cross-pollination opportunities between trial slogans. Perhaps the first part of one slogan can be matched up with the second part of a different slogan. Mix-and-match until you have a strong set of trial slogans that address the needs of both of your audiences.
- Once you have a strong set of trial slogans, you can refine your list using an evaluation checklist such as the one that appears below. Do not worry about the length of the checklist below; it contains far more checklist items than you need to do the job. As long as your slogans cover the main points of messaging and rhythm and sounds that were discussed above, you will be fine.
- Finally, choose the winning slogan. A variety of methods can be used to make the final choice, ranging from a general vote by all coalition members to a choice by a single appointed individual. Perhaps a blended approach where a few key stakeholders make the decision will work for you. The main thing to be sure of is that it is a decision-voting-resolution process. It is not a further-discussion process that can drag on forever and stall your slogan creation process.

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In contrast to the approach above, a less effective process might look like this:

- A few interested and creative people get together and brainstorm.
- They create slogans based on their personal preferences for words, languages, and concepts.
- They do not have clear ideas for audiences, purposes, benefits, or objective slogan qualities.
- Because they have no objective criteria, they spend hours defending their personal preferences.
- Months pass, and the coalition does not reach a decision or create a slogan.

Do not let that happen to your coalition. Instead, agree on a process before beginning, and then execute your step-by-step process until a slogan is selected. Make a final check to ensure that the slogan is consistent with the coalition identity, purpose, project goals, and audience benefits, and then go with it.

## A Slogan Checklist

Slogan content:

- Does it highlight your purpose?
- Does it highlight an emotional benefit?
- Does it hold its meaning across cultures?
- Is it timeless enough to have a lifespan of 10 years?
- Could you build a long-term campaign around it?

Words used in your slogan:

- Rhyming – Takes a licking and keeps on ticking
- Rhythm - Give a hoot; do not pollute.
- Alliteration – Put a tiger in your tank; Do the dew
- Imagery – A mind is a terrible thing to waste.
- Use active verbs – Catch the wave.
- Use present tense – Make it real.
- Be specific – Absolutely, positively overnight.

How the public might perceive your slogan:

- What concepts can be extracted from your slogan?
- Is your slogan mostly about you?
- Or is it mostly about the benefits to your public audience?

Checklist	
<input checked="" type="checkbox"/>	_____
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Template examples:

- Template – ask a question – Been screened?
- Template – aspirational statement – Everyone should have a chance at life.
- Template – action-benefit – We do <X> for <benefit>.

More tips:

- Avoid vagueness: “We’re getting there.”
- Avoid “so what?” slogans: “Leadership in providing innovative solutions to the telecom industry.”
- Avoid using -ING words (gerunds) – they make it sound like other people are doing everything that is necessary so that your audience does not have to get involved. Compare seeing a logo with “Saving the redwoods” versus “Save the redwoods.” Which one makes you feel like other people are doing the work? Which one makes you feel like you could get involved and take action?
- Instead, use imperative calls for action: Help save the redwoods; Get screened now.

## Logos

### What Is a Logo?

Logos are the visual counterparts to written slogans. Through the use of visual imagery, logos are intended to remind viewers about the positive associations they might have in their minds for your coalition, your actions, and your project goals.

### Why Have a Logo?

Keep in mind that the primary function of your logo is to perform that *association* action; it is not to carry any sort of a complex coalition message on its own. Logos are not capable of that, especially if people have not been exposed to many previous impressions of your logo.

You can see this for yourself by looking through one or more of the mega-bundles of logos listed in the resources section below. The bundles will show you hundreds of logos that you have never seen before.

You will immediately find yourself in the exact position of your general public audience; you will have no mental associations with the logos that you are looking at and no emotional connections that motivate you to engage with the logo sponsor. You will see that logos have very little meaning on their own, even if you do like the colors or shapes or style of the logo.

If you do that experiment and look at hundreds of logos, you will intuitively understand that the utility of your coalition logo is directly proportional to its ability to remind people of the associations that they already have in their mind.

So, it is important for you to see your logo as a small, visual, finishing piece of your overall coalition marketing effort. When people see your logo, it can help them to mentally remember and connect with the benefits described in your slogan and the purpose of your coalition.

### What Logo Concepts Work Best?

Because logos are visual images, the best concepts to work with are colors and shapes. That is because colors and shapes can evoke emotional feelings while presenting a unique combination that is easy for people to recognize.

For example, green colors and leafy tree shapes might be used in the logo for your healthy-community coalition. Red, green, and orange vegetable colors might be used for a healthy-eating community

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coalition. White and blue research lab colors might be used for a cancer research coalition. Colored ribbons might be used to create visual associations with survivor groups for particular types of cancer.

Concepts that do not work well for logos are long coalition names that must be printed in very tiny print to fit the size of the logo. This is important because your coalition logo might appear on many small promotional objects such as pins, pens, and coffee cups, or in restricted spaces such as website logos or smartphone graphics.

For example, the recognition-and-association function of your logo can be severely impacted if half of a restricted space is occupied by a long organization name that is printed in a font size that is too tiny to read. In those cases, if people skip over your logo, it has failed to fulfill its primary association function.

## What Makes a Logo Successful?

A logo is successful if it invokes the reminder/association of your coalition in the viewer's mind. Nothing else matters. Even if you have a large advertising budget that can buy thousands of logo impressions, unless those impressions are tied to meaningful concepts in the recipient's mind, the logo is still meaningless. It might be familiar to people, but it is still emotionally meaningless in their minds.

From this principle, you can see that a logo cannot be successful unless it can remind people of concepts that are already in their minds. So, a logo must be part of an overall marketing effort in order to be successful for a public audience. The marketing effort helps to plant coalition concepts in the minds of your audience, and then your logo can remind people of those concepts.

In contrast, for the first audience of coalition partners and members, a logo can have a higher probability of success because people within the coalition already have concepts in their minds that the logo can connect to. If coalition partners and members have been part of, or have been exposed to, the logo design process, they will be predisposed to making the desired associations when they see the logo.



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## Steps for Creating a Logo

The steps for creating a logo are very similar to the steps for creating a slogan. But when creating a logo, you work with visual colors and shapes and relationships, instead of words.

Here is what your logo design process might look like (modeled on the slogan process above):

- Make a list of colors that relate to your coalition and slogan.
- Make a list of shapes that relate to your coalition and slogan.
- Make a list of possible calls-to-action if you want your logo to carry that message.
- Make a list of candidate logos through brainstorming, use of online logo generators, use of inexpensive logo mega-bundles or external logo designers, or use of (expensive) dedicated design agencies.\*



(If you work with dedicated design agencies, some caution is warranted because they can sometimes strive to produce award-winning designs, rather than logos that perform your desired function well.)

- Once you have a strong set of final candidates, refine your list with an evaluation checklist. For example, your checklist might consider how well the logo will be displayed in a variety of possible formats and locations. Display scenarios might include pins, pens, cups, fabric shirts, flyers, newsletters, papers, and community bulletin boards. Will your logo design be easily recognizable in those scenarios?
- Make a final decision and choose a logo.

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## Resources for Next Steps

The following resources provide you with a variety of opportunities for exploring your options for creating your slogan and logo. Try out the online slogan and logo generators. They are strongly recommended as fast, zero-cost ways of quickly generating ideas for your slogan and logo candidate lists and for your brainstorming sessions.

However, keep your initial expectations low. The generators can be helpful, but they are simple and will not magically pop out exactly the slogans and logos that you need. Use them to get your project started quickly. Use them to stimulate your own ideas. Use them for their template structures. And then use your own keyword phrases and benefits to create your short list of candidates to vote on.

### Slogan Resources\*

These online links make it easy for you to explore titles that have a good track record of capturing the attention of readers. They are free, and you can use them by entering a few keywords from your topic. The web pages generate a variety of slogans based on your keywords.

Do not be afraid to search for more online generators. The short list below is just to get you started.

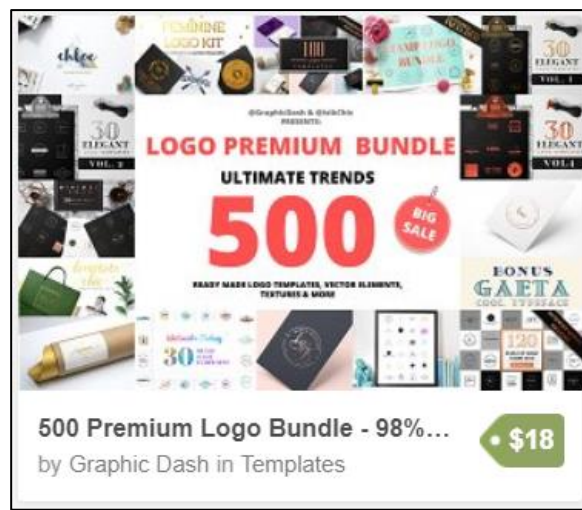
- <https://sloganshub.org/cancer-slogans>
- <https://slogansmith.blogspot.ca/2017/07/product-and-company-famous-slogans.html?view=timeslide> (a website dedicated to slogans of all kinds)
- <https://www.shopify.ca/tools/slogan-maker>
- <http://www.procato.com/slogan-generator/>
- <https://small-bizsense.com/7-tagline-generators-help-create-perfect-business-slogan/>

### Logo Resources\*

Examples of Inexpensive Mega-Bundles of Logos

- [https://creativemarket.com/design\\_district/1143126-MEGA-BUNDLE-1100-Logos-Badges](https://creativemarket.com/design_district/1143126-MEGA-BUNDLE-1100-Logos-Badges)
- <https://creativemarket.com/GraphicDash/1412693-500-Premium-Logo-Bundle-98OFF>

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## Examples of Crowd-Sourced Logo Designers

Multiple designers do your logo in a contest format – then you choose a logo that you like.

- [www.logomyway.com](http://www.logomyway.com)
- [www.99designs.com](http://www.99designs.com)

## Vistaprint Logo Generator (Free to use, inexpensive to download)

This site is worth visiting. See the two examples below; they were created in a few minutes with the input phrases “Cancer Coalition” and “Partnering for Good Health” and would be good candidates for a relevant logo candidate list. <https://logomaker.vistaprint.com>.

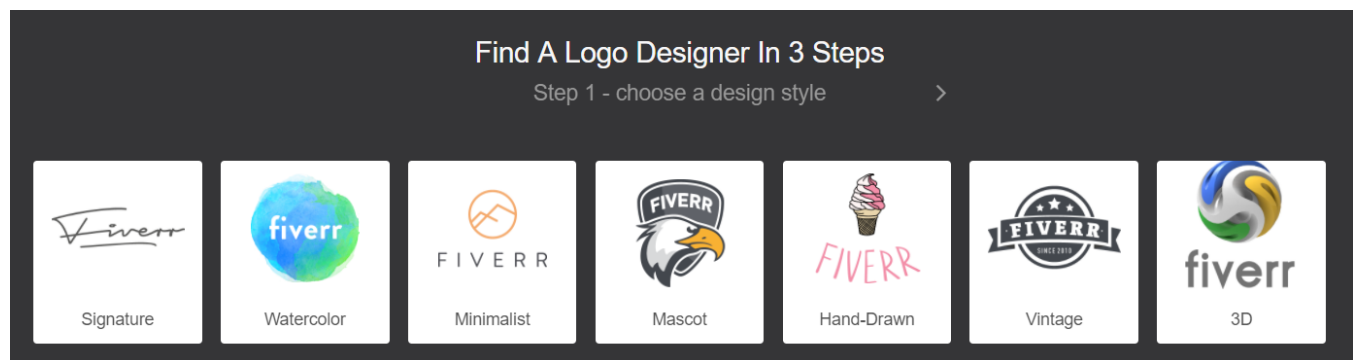


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## Custom Logo Designers\*

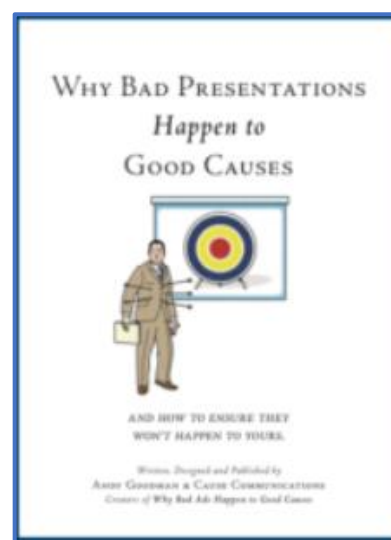
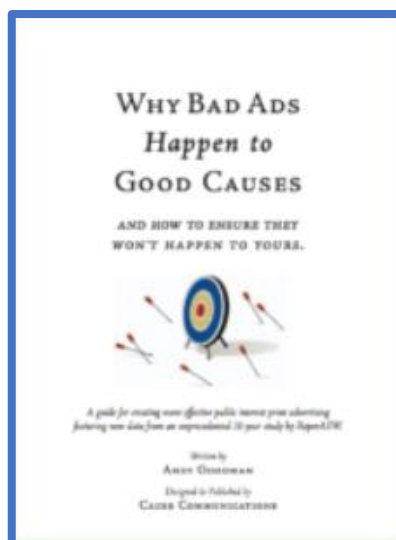
Examples of Inexpensive Logo Designers

- [www.fiverr.com](http://www.fiverr.com)



## Free PDF Documents\*

This resource is a webpage of several free PDF documents that explore and address common problems in copywriting for public institutions and nonprofits. The documents on this website are well-written and recommended for people who like to read. [thegoodmancenter.com/resources/](http://thegoodmancenter.com/resources/)



\*The *American Cancer Society* does not endorse any product or service.