

Designing Your Passion Tagline

Task #1: Warm-Up – Design a Bumper Sticker!

- 1A. The “Learning to Listen, Learning to Teach” seminar has covered a number of learning areas. When you go home, people will ask you what the week was all about.

So, in 2 teams, we want you to **create** a bumper sticker that captures the essence of the week. You will have 3 minutes to write it. **Add** pictures, if you would like. When completed, **post** your bumper sticker on the flipchart.

- 1B. **Look** at these examples. We invite 2 people to **share** their impressions regarding the bumper stickers.



Task #2: Define your Passion in 5 Words or Less

Bumper stickers are not used as much these days. What we do see a lot of are taglines and logos. But no matter the format, they all give a clear understanding of an idea, passion, or thought.

- 2A. **Consider** your calling, dreams, or what you are passionate about in life. **Share** your thoughts with the person next to you. With your partner, **write** 3 to 5 significant words that summarize your passion.

After three minutes, **switch** places.

We will use this piece of content in Task #4.



Examples from our LNRA:

“Making children’s lives better”

“Politics and the Environment”

Task #3: Develop an Effective Tagline or Logo

3A. In groups of 3, **read** the box on taglines and logos. **Circle** what is most intriguing to you.

Defining an Effective Tagline

A tagline is a clearly written phrase or slogan that communicates a single but powerful idea, passion, message, promise, or dream. Having a personal, passion tagline can help bring clarity and focus to our lives. It can help guide us in making decisions, navigating through a crisis, or inspiring for the future.

So, what makes for a good, memorable, and effective tagline?

It is Simple. Clear. Concise. A tagline needs to be straightforward and should convey basically one main thought. An effective tagline should really be the exclamation point at the end of a 30-second glimpse into your life. It should be 3-7 words, in most cases.

It is easy to Remember. A tagline should be easy enough to remember. A person should be able to recall it with minimal effort if it has been designed correctly and with a strong focal point.

It is Authentic. In developing a tagline, we need to be true to who we are. This is not about creating a cute saying, making an unrealistic promise, or having a tagline because everyone else has one. It should be developed out of a strong sense of our passion, our calling, our identity, our mission, and our future.

Remember: "Be clear – not clever."

It is Experiential. An effective tagline should create or evoke an experience, image, feeling, memory, etc. in the mind of the viewer. It should be a vivid picture that instantly connects us with our passion.

An effective logo is designed with the same building blocks as a tagline. However, it specifically focuses on the visual or graphic representation. Colors, shapes, images, and spacing give depth and variety to what is being communicated.

We have included some samples of effective taglines and logos. Observe and note some of your impressions from these examples:

A Call to Action



just do it.

A Philosophy or Idea



your potential.
our passion.



Adobe

simplicity at work.



imagination at work.

An Experience



welcome to the
Coke side of life.



building hope, lives,
and dreams.

A Goal/Purpose



where dreams come true.



giving hope today.

World Vision

change a life.
change your own.

3B. At your table, **discuss** what makes a tagline/logo effective. **Choose** 3 key ideas/insights to share. We'll **hear** from each group.

Task #4: Design Your Passion Tagline

- 4A. Using the content from Task #2, **reflect** on the words you have chosen. We invite you to begin **writing** a tagline that captures your passion. Express yourself in a way that reflects your personality and creativity. You may also choose to **draw** a logo, symbol, or picture.

Pencil crayons and paper are available.

The feedback from our LNRA **showed** that some of our participants have already created personal or family taglines. We invite you to instead design an image that would build on your prior experience.

Feel free to consult with your facilitators. We are here to help!

- 4B. In 2 groups, **share** your design concept with each other. Provide encouragement and positive feedback for each person in the group. We will then **see** and **hear** 1 example from each group.



Task #5: Take it Home and Use it!

- 5A. On a post-it note, **record** 1 name of a person you will share your tagline/logo with when you return home. Or, **write** down 1 situation where you will be able to use your tagline/logo immediately.

Thank you for your time today!