

# Creative word and design exercise

*Daymond John named his clothing brand FUBU, many say this stands for “For Us By Us”, however Daymond has stated this is not true! Still, acronyms are pretty cool!*

*Wait, what is an acronym?*

*When phrases are abbreviated like this to just their first letters or sounds it is called an acronym. So F (for) U (us) B (by) U (us), FUBU (For Us By Us).*

*Other acronyms you may know include LOL (Lot’s of Laughs) and GOAT (Greatest of all time).*

*Come up with your own acronym for a clothing brand and then design a logo to go with it. Ask an adult to help you find examples of acronyms and logos for inspiration.*

