

## Can recognise familiar logos and letters

Environmental print is the print of everyday life. It's the name given to the print that appears in signs, labels, and logos. Street signs, sweet wrappers, labels on food and the M in McDonald's are other examples of environmental print. For many emergent readers, environmental print helps bridge the connection between letters and first efforts to read.

### Typical development

3 to 4 year olds will be learning to:	Recognise that print has meaning
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### Ideas for Practitioners to support recognition of logos and letters

- Use photographs of children with their written name underneath - coat pegs, placemats, key group boards
- Use the same photos with written names to play hide and seek games (name hunts). As children become more familiar with just the printed version of their name, try the above with just their written name.
- Use name cards as self-registration e.g. place on key group board, post in letter box.
- Use name cards in small groups to direct children at 'washing hands time' or 'get coats on time' and use opportunity to talk about the letter shapes, any similarities between names.
- Write children's initial names on sticky labels and have in key group area. Each child could have an envelope or small plastic wallet with their sticky label names in. When children do paintings etc. encourage them to go and get a label from their envelope to stick on their painting. Explain the importance of putting names on our things so children understand purpose of printed name.
- When adults are writing children's names, talk about the letter sounds as the letters are formed and always ensure appropriate use of upper and lower case.
- Encourage children to use name cards to vote for favoured activities – put name card next to activity you like e.g. from a choice of 2 photos.

### Activity ideas

- Try matching games like snap, lotto and memory games following the above ideas.
- Go for a walk to spot logos and letters around your local environment e.g. stop signs, shop logos
- Encourage children use magnetic letters to spell out their name.
- Have items in role play areas to explore e.g. food packaging, supermarket magazines

### Useful Resources

[The Road to Writing: Symbols & Stories | Learning and Development | Teach Early Years](#)

<https://www.booktrust.org.uk/what-we-do/programmes-and-campaigns/bookstart/>

<https://www.gloucestershire.gov.uk/libraries/>

