

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, labels on food and supermarket names/signs are other examples of environmental print. For many emergent readers, environmental print helps bridge the connection between letters and first efforts to read.

Practitioners can children support by:

- Using photographs with their written name underneath - coat pegs, placemats, key group boards.
- Using name cards as self-registration e.g. place on key group board, post in letter box.
- Using 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.
- Using name cards in small groups to direct children to 'wash hands' or 'put coats on' and use these opportunities to talk about the letter shapes or any similarities between names.
- Providing children with name labels in a labelled envelope or wallet. Encouraging them to add a label to their work and talk about why we label our belongings. This will support name recognition and understanding that print carries a meaning.
- Talking about the letter sounds, when you are writing, as the letters are formed and always ensure appropriate use of upper and lower case.
- Encouraging children to use name cards to vote for favoured activities or books – putting your name card next to activity you like e.g. from a choice of 2 photos.

Activities, ideas, resources or strategies:

- 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
- Share these ideas with parents so they can also have these conversations with the children in their home and local communities
- Create a photo book of the local community to displays logos