

Name \_\_\_\_\_ **Motto**



# Motto

Choose a word from the box to complete each sentence.

beliefs	missions	concise
principles	families	motivation
heraldry	slogan	specific

1. A motto is a \_\_\_\_\_ statement that summarizes the purpose, beliefs, and/or character of an individual, a group, or an organization.
2. A motto expresses \_\_\_\_\_ and/or \_\_\_\_\_, and an entity can only have one motto at a time.
3. A motto is similar to a \_\_\_\_\_; however, a \_\_\_\_\_ is \_\_\_\_\_ to a product or service.
4. Mottos originated with \_\_\_\_\_ in the ancient world and became popular in the High Middle Ages when the coat of arms for noble \_\_\_\_\_ included a motto.
5. Today, many individuals adopt mottos as a way to express their \_\_\_\_\_ and \_\_\_\_\_.