

Name _____ **Motto**



Motto

A motto is a concise statement that summarizes the purpose, beliefs, and/or character of an individual, a group, or an organization. A motto expresses motivation and/or principles, and an entity can only have one motto at a time. A motto is similar to a slogan; however, a slogan is specific to a product or service.

Mottos originated with heraldry in the ancient world and became popular in the High Middle Ages when the coat of arms for noble families included a motto. This motto was often written in Latin or in the family's ancestral language and expressed the priorities and the histories of the families. Today, family mottos have fallen out of fashion, but many individuals adopt mottos as a way to express their missions and beliefs.

DIRECTION: Think of an individual, group, or organization that you are familiar with that has a motto.

Who: _____

Motto: _____

What does it mean? _____
