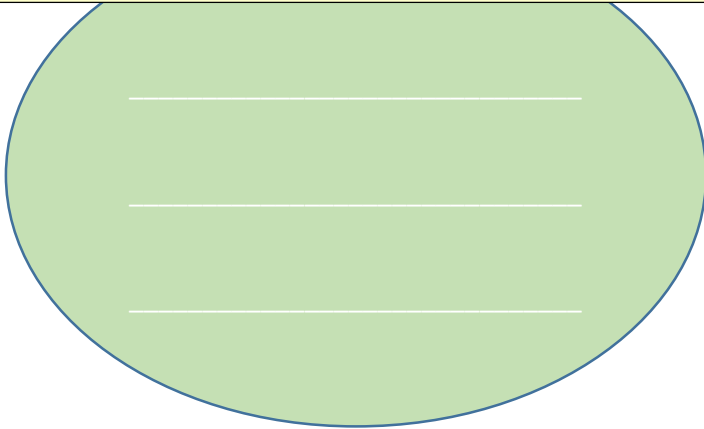
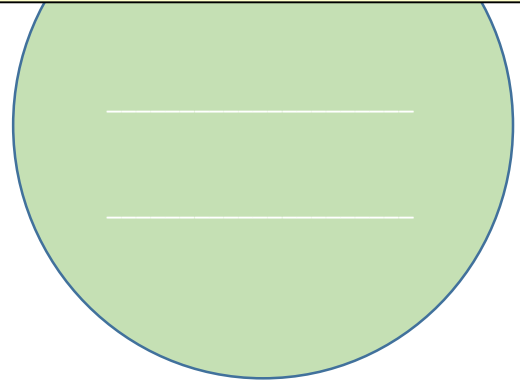


MY BRAND-INTERVIEW

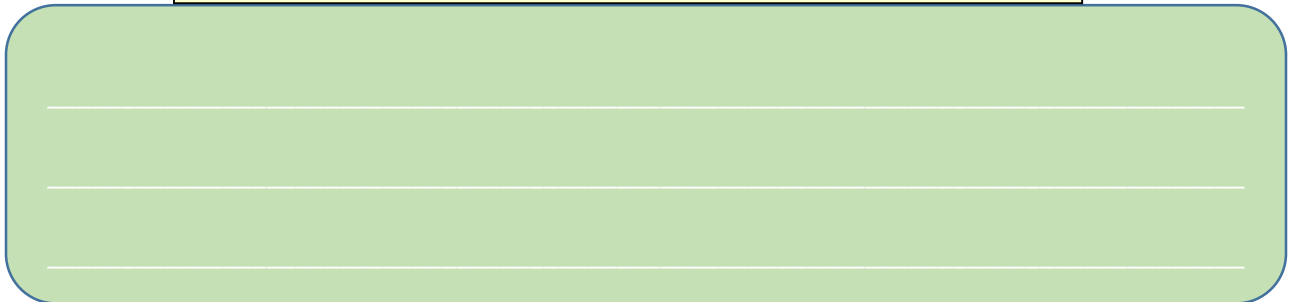
1. Name three things that you are good at.



2. If a friend described you, what two positive words could he or she use?



3. What colors, shapes, or places could represent you?



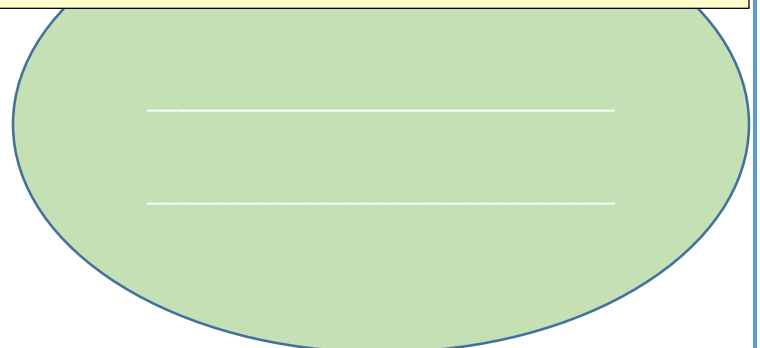
Key Terms

Brand: A company's brand is its promise that customers will have a good experience when using its product or service. A brand can be shown with picture, words, or designs.

Logo: A recognizable graphic design element that represents a business, a product, or a person.

Tagline: A brief slogan used in marketing to define a business, a product, or a person.

4. List two positive words a teacher, parent or a mentor could use to describe you?



MY BRAND-LOGO

Instructions: Use this space to design a logo or tagline that would positively represent you.

Consider the Brand Flash Cards as examples of how to express yourself, such as:

- A decorative use of a name, like the cursive Coca-Cola logo.
- A creative use of initials, like MTV's logo or McDonald's golden arches.
- A geometric symbol or unusual shape, like the Nike swoosh.
- A picture or image, like the Disney castle, the MacIntosh apple, or the Starbucks siren.

Using a pencil, sketch your idea in the space provided. As time allows, add color to your logo using the colored pencils that are provided. Share with the class.



On your own: Consider creating a digital version of your logo to be used for online profiles and Web Pages.