

# CREATING BRAND IDENTITY



Module  
III



Course  
Branding  
for  
Orange  
Economy



Topic 2  
Brand Identity



Lesson 2  
Brand  
elements

## Activity

- **Short Description:** In an individual activity, each student should create its own brand.
- **Methodology:** Inductive learning
- **Duration:** 1 hour
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** Individual
- **Classroom / House:** House
- **What do we need to do this activity?**
  - **Hardware** (Computer or Mobile phone)
  - **Software** (Web browser)
  - **Other resources** (None)

## Description



- **Text description:** Once when the lesson is presented by the teacher, the student will be able to create brand identity.
- **Illustration:**



### Instructions

Chose a web browser to find needed information.

1. STEP 1: Decide what you will create the brand for: You can choose a product, a service, an idea or a place (cultural heritage). Be creative. Your first step is to create name for your brand. Stick to the principles we have set: memorability, meaningfulness, likability, transferability, adaptability, and protectability.
2. STEP 2: Choose domain and your url. Most single-word domains are already taken so you will need to create a coin word here.
3. STEP 3: At the first link you will discover a small guide to which colors to choose. Once you've done that, you can create a palette in the tools (a range of colors with specific shades that will characterize your brand)
4. STEP 4: Using free tools we provided, create logo. Try all the tools offered to create as many possible logos as possible and then choose the best one. If you know how to use adobe photoshop or illustrator, try using them to create a logo.
5. STEP 5: You will create font you can use for your promotion of brand.
6. STEP 6: Here you can apply what you learned in our photography course. Optionally you can create photos of the brand you are creating now. These photos can be used to promote your brand.



7. STEP 7: Create slogan for your brand. Be creative and follow these tips:
  - Short and simple
  - Consistency
  - Why are you different
  - Timeless
  - Independence
  
8. STEP 8: Now you should think a little about combining the elements you have created, so that in the later part of the course we can determine through which channels we will present which elements of brand identity

**Expected outcomes**

- That the student learns to create a brand identity.

**DIGICOMP (Competences developed):** *Browsing, searching and filtering data, information, and digital content, Evaluating data, information, and digital content, Developing digital content, Interacting through digital technologies*

**ENTRECOMP (Competences developed):** *Creativity, Self- awareness and self- efficacy, Motivation and perseverance, Taking the initiative*

**ANNEX:**

DIGICOMP	ENTRECOMP
1. INFORMATION AND DATA LITERACY	1. IDEAS AND OPPORTUNITIES



<p>1.1 Browsing, searching and filtering data, information and digital content</p> <p>1.2 Evaluating data, information and digital content</p> <p>1.3 Managing data, information and digital content</p>	<p>1.1 Spotting opportunities</p> <p>1.2 Creativity</p> <p>1.3 Vision</p> <p>1.4 Valuing ideas</p> <p>1.5 Ethical and sustainable thinking</p>
<p><b>2. COMMUNICATION AND COLLABORATION</b></p> <p>2.1 Interacting through digital technologies</p> <p>2.2 Sharing through digital technologies</p> <p>2.3 Engaging in citizenship through digital technologies</p> <p>2.4 Collaborating through digital technologies</p> <p>2.5 Netiquette</p> <p>2.6 Managing digital identity</p>	<p><b>2. RESOURCES</b></p> <p>2.1 Self- awareness and self- efficacy</p> <p>2.2 Motivation and perseverance</p> <p>2.3 Mobilizing resources</p> <p>2.4 Financial and economic literacy</p> <p>2.5. Mobilizing others</p>
<p><b>3. DIGITAL CONTENT CREATION</b></p> <p>3.1 Developing digital content</p> <p>3.2 Integrating and re-elaborating digital content</p> <p>3.3 Copyright and licences</p> <p>3.4 Programming</p>	<p><b>3. INTO ACTION</b></p> <p>3.1 Taking the initiative</p> <p>3.2 Planning and management</p> <p>3.3 Coping with uncertainty, ambiguity and risk</p> <p>3.4 Working with others</p> <p>3.5. Learning through experience</p>
<p><b>4. SAFETY</b></p> <p>4.1 Protecting devices</p>	



4.2 Protecting personal data and privacy 4.3 Protecting health and well-being 4.4 Protecting the environment	
<b>5. PROBLEM SOLVING</b> 5.1 Solving technical problems 5.2 Identifying needs and technological responses 5.3 Creatively using digital technologies 5.4 Identifying digital competence gaps	

