

Module III. Business

Branding for Orange Economy

Topic 2. Brand Identity

Activity T2.L1.1. Creating brand identity



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This topic...

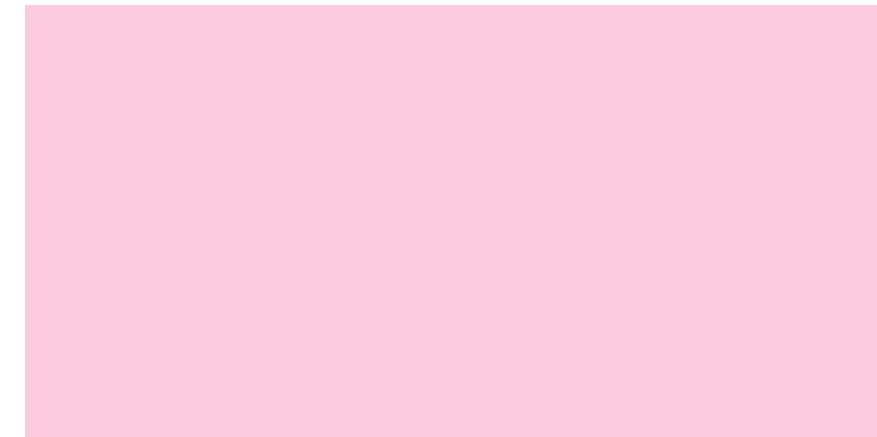
has been prepared so that those interested in branding can try to create a brand identity



Once the topic is completed and approved learners will be able to:

1 Design brand elements

2 Combine brand elements



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Task 1

Create you brand name



Task 2

Domain Search

Olympia



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Task 3

Define colors you want to use.

Colors
Colormind



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Task 4

Tools:

<https://www.freelogodesign.org/>

<https://logomaster.ai/>

<https://hatchful.shopify.com/>

<https://www.logomaker.com/>

<https://www.namecheap.com/logo-maker/>



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Task 5

Canva Guide



Task 6





Task 7



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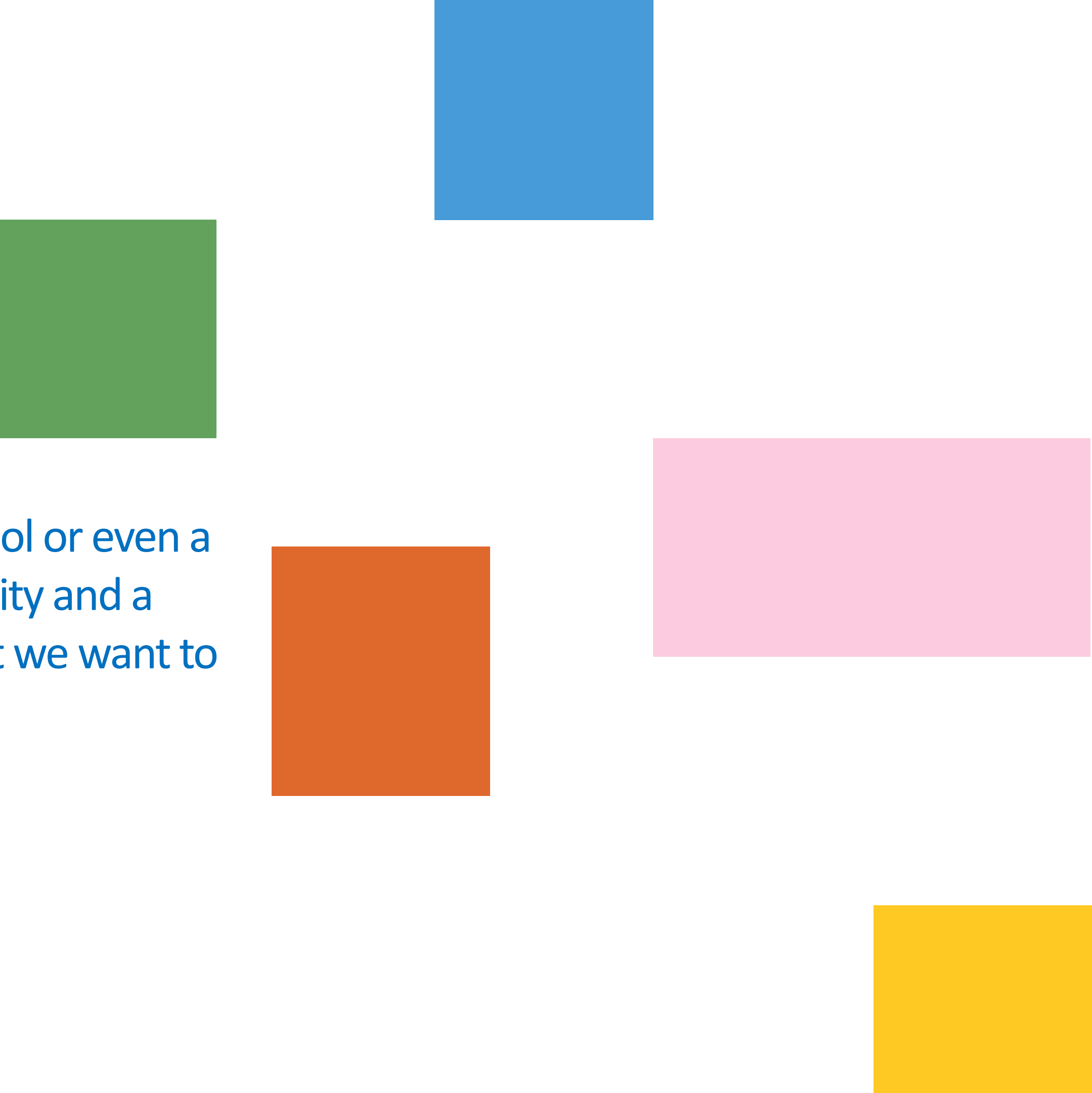


Task 8



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A decorative graphic consisting of five colored squares arranged in a staggered pattern. From top-left to bottom-right, the colors are blue, green, orange, pink, and yellow. The blue square is at the top right, the green square is in the middle left, the orange square is in the middle right, the pink square is on the right side, and the yellow square is at the bottom right.

“A brand. It can be a logo, a symbol or even a slogan, but above all it is an identity and a reputation . A positive image that we want to keep in order to move forward.”

