

## **Assessment: Personal Brand Creation**

### **Objective:**

Students will explore their unique personalities and values by creating a personal brand that reflects who they are. They will design a logo and select an archetype that aligns with their identity.

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### **Instructions:**

#### **1. Self-Reflection**

- Think about your personality, interests, strengths, and values.
- Answer these questions to guide your brand development:
  - What are three adjectives that describe you?
  - What motivates or inspires you?
  - What are your goals or dreams?

#### **2. Brand Concept Development**

- Develop a personal brand name that reflects your identity (e.g., "Creative Catalyst" or "The Resilient Dreamer").

#### **3. Archetype Selection**

- Review the 12 branding archetypes (e.g., Hero, Explorer, Sage).
- Choose one archetype that aligns with your personality.

#### **4. Logo Design**

- Create a logo that symbolizes your personal brand.
- The design should visually connect with your chosen archetype and brand values.
- You can draw the logo by hand, use design software, or create it digitally.

## 5. Presentation

- Present your personal brand in class or submit it as a digital or written presentation. Include:
    - Your brand name and mission
    - Your logo
    - Your chosen archetype and rationale
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### Example for Inspiration:

**Brand Name:** Resilient Explorer

**Archetype:** Explorer

**Logo Design:** A simple design of a mountain with a compass overlay, symbolizing adventure and resilience.