

Assessment: Brand Identity Exploration Project

Objective:

Students will explore how brands use logos, archetypes, and slogans to build a strong identity. You will research 5 different brands and present their branding elements in one organized assignment.

Task Instructions:

Choose **5 well-known brands** (e.g., Nike, Apple, Coca-Cola, McDonald's, Adidas, Starbucks, etc.).

For **each brand**, you must include the following:

1. **Brand Name**

2. **Logo**

- Draw it by hand OR recreate it digitally
- You may also print and paste it

3. **Brand Archetype**

- Identify which archetype the brand represents (e.g., Hero, Explorer, Creator, Ruler, Caregiver, Rebel, Magician, Lover, Jester, Everyman, Sage, Innocent)
- Explain *why* you chose this archetype

4. **Slogan**

- Write the brand's official slogan
 - Explain how the slogan matches the brand's image and archetype
-

Layout for Each Brand (Template):

Brand 1: _____

Logo: (Insert or draw here)

Archetype: _____

Reason:

Slogan: _____

Explanation:

Repeat this format for all **5 brands**.

Example:

Brand: Nike

Logo: ✓ (Swoosh)

Archetype: Hero

Reason: Nike motivates people to overcome challenges and push their limits. It focuses on strength, determination, and achievement.

Slogan: *Just Do It*

Explanation: The slogan encourages action and confidence, matching the Hero archetype.

Submission Format:

- Poster
- PowerPoint
- Google Slides
- Word Document

