

Tell Me The Brand Without Telling Me the Brand

Have you ever thought about what makes brands so recognizable? Is it always about their name? Or can you tell what it is without seeing the name? It is important for brands to be known based on their use of images, icons, colors, fonts and other means aside from their name. This is all part of brand identity which is the visible elements of a brand that identify and distinguish the brand in a consumers mind.

DIRECTIONS: For this activity, you will “tell me the brand without telling me the brand.” Your choice must be a class appropriate brand. Using the outlined image provided, use fonts, colors, logos, etc. to emphasize the brand. You may use letters, but no words. It should be done in such a way as to help me identify the brand you have chosen without the use of the brand name.

