



4.1 Our Brand

 $\underline{\textit{Directions:}}$ Answer the questions below and create your logo and slogan.

Brand Identity	
How will customers immediately recognize your brand?	
, , , ,	
Logo	Slogan
Brand Image	
What do people think of or feel when they think of your brand?	
Brand Positioning	
Who is your target audience? How will you reach them?	