

## 12.1 Our Brand

<u>Directions:</u> Answer the questions below and create your logo and slogan.

	·	tow and create your to	go ana stogam	
Brand Identity				
How will customers immediate	ely recognize your brand?			
Logo		SI	ogan	
Brand Image				
What do people think of or fee	el when they think of your	 brand?		
mae as people immes, or jee	n men ency emme of your	J. a.r.a.		
Brand Positioning				
Who is your target audience? F	How will you reach them?			