



Brand Assets Rubric

	10 YES	7 SOMEWHAT	4 NOT REALLY
Logo <i>unique, memorable, scalable, and versatile</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color <i>unique palettes that support the brand strategy</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography <i>appropriate type selection for use across brand collateral</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography <i>well curated, appropriate for the brand strategy</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Illustration <i>unique, versatile, and appropriate for the brand strategy</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Textures <i>unique, versatile, and appropriate for the brand strategy</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pattern <i>unique, versatile, and appropriate for the brand strategy</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tone of Voice <i>appropriate tone of voice in all written content</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Materials <i>unique and sensible selection of materials</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Professionalism <i>student met all deadlines, attended all class sessions, and actively participated in all discussions and critiques</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>