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# Brand Assets Rubric

## STRATEGY

### Position

*student created a well-developed and appropriate brand position for the client*

10 YES

8 SOMEWHAT

6 NOT REALLY

### Personality

*the student established a unique and suitable personality*

### Audience

*student defined a marketable audience for their brand*

## BRAND ASSETS

### Logo

*unique, memorable, scalable, and versatile*

### Typography

*appropriate type selection for use across brand collateral*

### Color

*unique palettes that support the brand strategy*

### Graphic Elements

*well designed, appropriate for the brand strategy*

### Texture & Pattern

*unique, versatile, and appropriate for the brand strategy*

### Imagery

*usable collection of imagery that supports the strategy*

### Tone of Voice

*appropriate tone of voice in all written content*