

Logo and Brand Standards Manual

Project Requirements and Rubric

		3 = Superior	2 = Strong	1 = Limited	0 = Very Weak	N/A = Not Applicable
Logo	Brainstorming	Students actively engaged in the planning of the logo, suggesting clear and precise ideas, sketching concepts, giving feedback to other group members and using descriptive words to aid in the planning.	Students engaged in the planning of the logo, suggesting ideas, sketching concepts, giving feedback to other group members.	Students engaged in the planning of the logo and suggesting limited ideas.	Students did not engage or participate in the planning phase of creating the team logo.	Absent or incomplete
	Original Logo	Students created a logo that communicates a graphic image that is clear and represents the company assigned that effectively and is distinguishable from other logos.	Students created a logo that communicates a graphic image that represents the company assigned.	Students created a logo that communicates a graphic image that represents the company assigned somewhat.	Students did not engage or participate in the creation the team logo.	Absent or incomplete
	Logo for Black and White	Students created a logo that communicates a graphic image that is clear and represents the company assigned that effectively and is distinguishable from other logos. The logo is in appropriate file format and size for print in black & white. Clearly and efficiently employs appropriate color theory and design principles.	Students created a logo that communicates a graphic image that represents the company assigned. Creates logo in appropriate file format and size for printing in black & white. Employs appropriate color theory and design principles.	Students created a logo that communicates a graphic image that represents the company assigned somewhat. Creates logo in appropriate file format and size for printing in black & white. Employs appropriate color theory and design principles.	Students did not engage or participate in the creation the team logo.	Absent or incomplete

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Teamwork	Teamwork	Student teams shared ideas, discussed tasks and goals, and reflected on the design and decision-	Student teams frequently shared ideas, discussed tasks and goals, and at times reflected on the	Student teams some what shared ideas, discussed tasks and goals, and rarely reflected on the design	Students did not work as a team to create their project.	Absent or incomplete

		<p>making process of creating their project, the experience of working on a collaborative project, and the methods they used to work as a team. Students worked collectively as a team to produce a project that was a group effort rather than a collection of individual efforts.</p>	<p>design and decision-making process of creating their project, the experience of working on a collaborative project, and the methods they used to work as a team. Students worked cooperatively to work as a collaborative team to produce a project that was a group effort rather than a collection of individual efforts.</p>	<p>and decision-making process of creating their project, the experience of working on a collaborative project, and the methods they used to work as a team.</p>		
	Time Management	<p>Students used the Learning Canvas and Team Project Time Projections Handout to create tasks, assign all tasks to team members, predict the amount of time each task would take, and continuously updated their time tablet to indicate actual time requirements on the team tasks.</p> <p>Students used the tool to aid them in their workflow throughout the sprint and completion of tasks.</p>	<p>Students used the Team Project Time Projections Handout to create tasks, assign tasks to team members, predict the amount of time most tasks would take, and updated their time tablet several times to indicate actual time management inside the team projects.</p> <p>Students used the tool to aid them in their workflow through the majority of the sprint and completion of tasks.</p>	<p>Students used the Team Project Time Projections Handout to create tasks, assign tasks to team members, predict the amount of time some of the tasks would take, and updated their time table a few times to indicate actual time management inside the team projects.</p> <p>Students used the tool to aid them in their workflow throughout some of the sprint and completion of tasks.</p>	<p>Students used the Team Project Time Projections Handout to create a couple of the tasks, assign tasks to team members, predict the amount of time each task will take, and did not update their time tablet to indicate actual time management inside the team projects. Students did not use the tools to aid them in their workflow throughout the sprint and completion of tasks.</p>	Absent or incomplete
	Team Creation	<p>Students created a team based exclusively on personality analysis of each team member to create a team that works the most effectively together. Students used the class discussion on creating a team based on DISC personalities in making their decisions.</p>	<p>Students created a team based on personality analysis of each team member to create a team that works together well.</p>	<p>Students created a team somewhat based on personality analysis of each team member to create a team that works together.</p>	<p>Students created a team not based on personality analysis of each team member.</p>	Absent or incomplete
	Daily Stand up	<p>Students completed their daily stand up meeting at the start of each workday in order to check in with their team members.</p> <p>Students used this to enhance their ability to work as a team and seek</p>	<p>Students completed their daily stand up meeting at the start of most workdays in order to check in with their team members.</p> <p>Students used this to work improve as a team and seek help with tasks and</p>	<p>Students completed their daily stand up meeting at the start of some workdays in order to check in with their team members.</p> <p>Students used this to work better as a team and seek help with tasks and skills</p>	<p>Students did not complete their daily stand up meeting at the start of each workday.</p>	

		help with tasks and skills when required.	skills when required.	when required.		
	Retrospectives	Students used the Retrospective Handouts #1 and #2 to reflect and analyze their performance inside the team, their individual completion of task and skills, and the team's overall performance. Students were honest, giving beneficial opinions and feedback to their team in order to enhance and improve their teamwork, management skills, technical skills, and communication skills for future projects.	Students used the Retrospective Handouts #1 and #2 to reflect and analysis their performance inside the team, their individual completion of task and skills, and the team's performance. Students were mostly honest, giving helpful opinions and feedback to their team in order to improve their work as a team for future projects.	Students used the Retrospective Handouts #1 and #2 to reflect and examine their performance inside the team and their individual completion of task and skills. Students were somewhat honest, giving opinions and feedback to their team in order to continue working as a team for future projects.	Students did not use the Retrospective Handouts #1 and #2 to reflect.	Absent or incomplete

Brand Standards Manual		3 = Superior	2 = Strong	1 = Limited	0 = Very Weak	N/A = Not Applicable
	Brainstorming	Student actively engaged in the planning of the brand standards, suggesting clear and precise ideas, sketching concepts, giving feedback to other group members, and providing descriptive words.	Student engaged in the planning of the brand, suggesting ideas, sketching concepts, giving feedback to other group members.	Student engaged in the planning of the brand and suggesting limited ideas.	Student did not engage or participate in the planning phase of creating the team brand.	Absent or incomplete
	Layout	The Brand Standards Manual is created for audiences. Manual is 6–10 pages and incorporates all elements of the brand (logos, colors, fonts, and so on). Manual content is clearly divided into for 4-5 different sections based on the brand needs. The manual is designed to reflect the brand and	The Brand Standards Manual is created for some audiences. Manual is 4-6 pages and incorporates most elements of the brand (logos, colors, fonts, and so on). Manual content is clearly divided into for 3-4 different sections based on the brand needs. The manual is designed to reflect the brand and somewhat follows to the	Brand Manual is created for audiences. Manual is 2-4 pages and incorporates some elements of the brand (logos, colors, fonts, and so on). Manual content is divided into different 2-3 sections based on the brand needs. The manual is designed to reflect the brand and somewhat follows to the	Brand Manual is created for audiences. Manual is 1-2 pages and incorporates a few elements of the brand (logos, colors, fonts, and so on). Manual content is not divided into sections based on the brand needs. The manual is not designed to reflect the brand and adheres to the principals and	Absent or incomplete

		adheres to the principals and elements of design.	suggest the brand and observes to the principals and elements of design.	principals and elements of design.	elements of design.	
	Branding	Created a complete Brand Standards Manual to serve as a guide for audiences to use as reference on the rules and the content of the brand created.	Creates a Brand Standards Manual to serve as a guide for audiences to use as reference on the rules and the content of the brand created.	Creates a somewhat Brand Standards Manual to serve as a guide for audiences to use as reference on the rules and the content of the brand created.	Creates a minimal Brand Standards Manual to serve as a guide for audiences to use as reference on the rules and the content of the brand created.	Absent or incomplete
	Logos	Included in the Brand Manual are all of the following: -Original Logo -Logos for print -Logo as an graphic image only -Logo with Text only -Logo in Black & White -Correct example versions of all logos -Incorrect example versions of logos	Included in the Brand Manual are most of the following: -Original Logo -Logos for print -Logo as an graphic only -Logo as Text only -Logo in Black & White -Correct example versions of all logos -Incorrect example versions of logos	Included in the Brand Manual are some of the following: -Original Logo -Logos for print -Logo as an graphic only -Logo as Text only -Logo in Black & White -Correct example versions of all logos -Incorrect example versions of logos	Included in the Brand Manual are a couple of the following: -Original Logo -Logos for print -Logo as an graphic only -Logo as Text only -Logo in Black & White -Correct example versions of all logos -Incorrect example versions of logos	Absent or incomplete
	Colors	Included in the Brand Manual are all of the following: -Colors that are allowed by your brand -All color codes listed (RGB, CMYK, Hexadecimal, & Pantone) -Samples of each color -Uses of the colors	Included in the Brand Manual are most of the following: -Colors that are allowed by your brand -All color codes listed (RGB, CMYK, Hexadecimal, Pantone) -Samples of each color -Uses of the colors	Included in the Brand Manual are some of the following: -Colors that are allowed by your brand -All color codes listed (RGB, CMYK, Hexadecimal, Pantone) -Samples of each color -Uses of the colors	Included in the Brand Manual are a couple of the following: -Colors that are allowed by your brand -All color codes listed (RGB, CMYK, Hexadecimal, Pantone) -Samples of each color -Uses of the colors	Absent or incomplete
	Fonts	Included in the Brand Manual are all of the following: -All fonts allowed by your brand -A display of the full alphabet of your fonts allowed by your brand -Font Styles allowed by your brand -Examples of the font styles allowed by your brand	Included in the Brand Manual are most of the following: -All fonts allowed by your brand -Full alphabet of your fonts allowed by your brand -Font Styles allowed	Included in the Brand Manual are some of the following: -All fonts allowed by your brand -Full alphabet of your fonts allowed by your brand -Font Styles allowed	Included in the Brand Manual are a couple of the following: -All fonts allowed by your brand -Full alphabet of your fonts allowed by your brand -Font Styles allowed	Absent or incomplete
	Measurements	Included in the Brand Manual are all of the	Included in the Brand Manual are most of the	Included in the Brand Manual are some of the	Included in the Brand Manual are a couple of the	Absent or incomplete

		<p>following:</p> <ul style="list-style-type: none"> -The spacing measurement for all various elements of the brand (logos, letterhead, business cards, etc...) -Measurements are clearly defined and examples are given for each type of logo -Minimum amount of space required for each type of logo -Maximum amount of space needed for each type of logo 	<p>following:</p> <ul style="list-style-type: none"> -The spacing measurement for all various elements of the brand (logos, letterhead, business cards, etc...) -Measurements are clearly defined and examples are given for each type of logo -Minimum amount of space required for each type of logo -Maximum amount of space needed for each type of logo 	<p>following:</p> <ul style="list-style-type: none"> -The spacing measurement for all various elements of the brand (logos, letterhead, business cards, etc...) -Measurements are clearly defined and examples are given for each type of logo -Minimum amount of space required for each type of logo -Maximum amount of space needed for each type of logo 	<p>following:</p> <ul style="list-style-type: none"> -The spacing measurement for all various elements of the brand (logos, letterhead, business cards, etc...) -Measurements are clearly defined and examples are given for each type of logo -Minimum amount of space required for each type of logo -Maximum amount of space needed for each type of logo 	
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Presentation		3 = Superior	2 = Strong	1 = Limited	0 = Very Weak	N/A = Not Applicable
	Creation of Presentation Materials	The students created a presentation using presentation software that features their Logo and Band Standards Manual. The presentation will contain all elements of their Logo and Brand Standards Manual and will display the information in a clear manner with visual examples of the different sections of their project.	The students created a presentation using presentation software that features their Logo and Band Standards Manual. The presentation will contain most of the elements of their Logo and Brand Standards Manual and display the information with visual examples of the different sections of their project.	The students created a presentation using presentation software that features their Logo and Band Standards Manual. The presentation will contain some of the elements of their Logo and Brand Standards Manual and display the information with some examples of the different sections of their project.	The students created a presentation that features their Logo and Band Standards Manual. The presentation will contain a few of the elements of their Logo and Brand Standards Manual.	Absent or incomplete
Presentation	The student team will select the best student(s) to present their presentation the team's on their Logo and Brand Standard Manual. The presentation will be delivered in a dynamic and effective manner in order to give the information in a clear, concise and engaging approach.	The student team will select a student(s) to present their presentation on their Logo and Brand Standards Manual. The presentation will be delivered in an mostly effective manner to give the information in a clear and concise approach.	The student team will select a student(s) to present their presentation on their Logo and Brand Standards Manual. The presentation will be delivered in a somewhat effective manner to give the information.	The student team will select a student(s) to present their presentation on their Logo and Brand Standards Manual. The presentation will be delivered to give the information.	Absent or incomplete	