**The Great Computer Challenge, 2021**

***Desktop Publishing, Level 2***

Logos, fonts, school color schemes, mascots, and slogans are design elements often referred to as branding. A branding style guide is a set of standards for the design of flyers, signs, and other materials that are used to create a visual identity for schools, businesses, and even clubs. It provides uniformity in the application of graphic elements, and the formatting of design materials.

**Challenge:**

**Deliverable 1**

**Design a Branding Style Guide for a New School**

A new school opened in your town, Old Dominion Elementary School, and you and your classmates are the first to attend. The school has no logo, mascot, school colors, or slogan that help establish its identity and create a sense of pride and school spirit for students and the community.

Your challenge is to design a poster that will serve as a branding style guide for Old Dominion Elementary School that you will present to the school board. The branding style guide will serve as a pivotal part of your new school launch. The decisions you make about your school’s branding plan will resonate with the school’s identity, so be sure to consider the school’s values, culture, and goals.

The branding style guide poster that you create will address all of the following design elements:

● Typography design for the school’s name  
● School color scheme  
● Logo design  
● Mascot

● School slogan

Be sure to add a little school spirit into your design presentation!

**Deliverable 2**

Execute your School’s New Design Style Guide

Congratulations! The branding style guide that you created for the new school was approved by the school board. Now, it is time to create a one page flyer inviting prospective students and their families to the school’s first open house. The flyer must include:

● the school’s name  
 ● the event name  
 ● the time and date

Be sure to incorporate elements from the branding style guide that you designed. Discuss ideas with your team and use the information that is most important to your message.

**REMEMBER:**

● SAVE your work every few minutes  
 ● Be creative

*Have fun and thanks for participating in the Great Computer Challenge, 2021!*