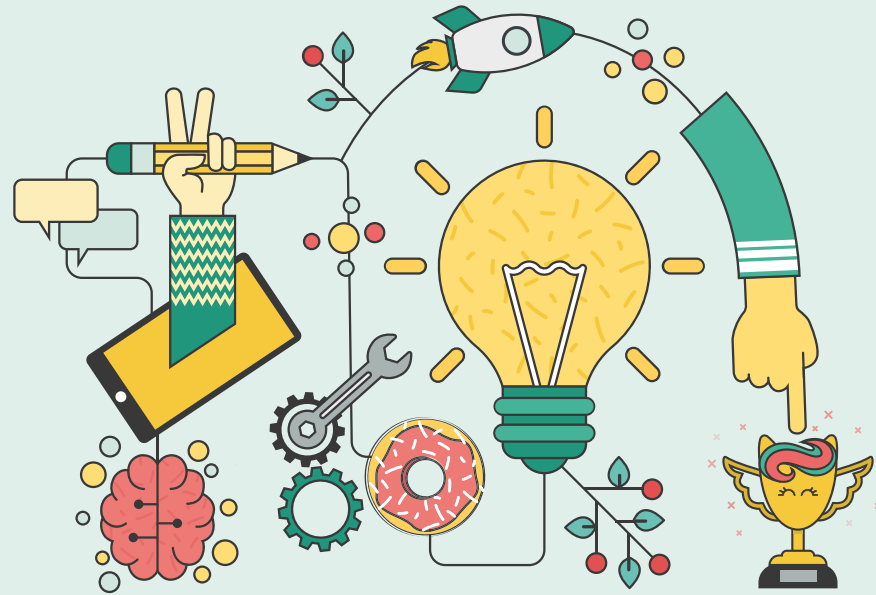


TOOL INSPIRED BY

Le parcours  
DE LA GRANDE  
JOURNÉE



# The Project **FACTORY**

STEP 3. BUILD A BRAND IDENTITY AND START PROMOTING

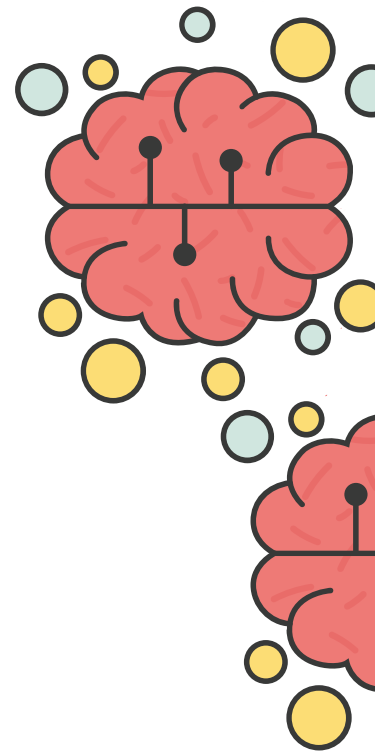
**Brand identity**

# The name of your fundraiser

Choosing the right name for your fundraiser is one of the keys to its success. A good name will help you promote your project and your team/class/school. You can choose something that reflects the nature of your project or the perks you plan to offer.

A little humour can go a long way, but not at the expense of clarity.

**Brainstorm to come up with a few possible names.**



Take a vote on each idea and circle the most popular ones.

Present your choices to people who didn't participate in the brainstorming session without explaining the concept of your fundraiser.

**Fill out the table below:**

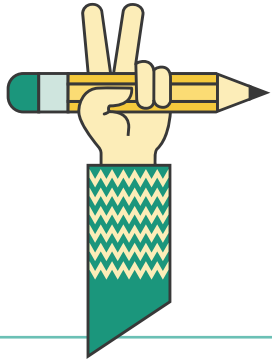
<b>NAME IDEAS</b>	<b>PERSON INTERVIEWED</b>	<b>WHAT DOES THIS FUNDRAISER NAME MAKE YOU THINK OF?</b>

# Your brand image

Develop a brand image for your fundraiser, including a distinctive logo, colours, slogan and typography (font).

Think of 3 companies you like and fill in the table to help you break down the elements of their brand image.

<b>Company/product</b>	<b>Describe the logo</b>	<b>What are the predominant colours of this brand?</b>	<b>What is its slogan?</b>	<b>Is the same typography used in all advertising for the brand?</b>



## Be creative and have fun!

To build your brand, think about what you want to highlight about your project.

Distribute tasks among group members to increase efficiency, but be sure the assignments serve the overall project. For example, the people working on the logo will need to collaborate with those working on colour choices.

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### The name of your fundraiser

Find a catchy name for your fundraiser that reflects your project.

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### Your logo

Create a simple logo that represents your fundraiser and perks and sets them apart from other similar offers.

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### Your colours

What colours would best represent your fundraiser and perks?

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### Your slogan

Come up with a fun slogan that's easy to say and understand and showcases your offer.












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### Your typography

Choose a font that will be easy to read on your ads from near or far!

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# Colours and their meanings

Colour	Commonly used in	Associated with
 <b>BLUE</b>	<ul style="list-style-type: none"> <li>• Technology</li> <li>• Travel</li> <li>• Frozen foods</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate world</li> <li>• Refreshment</li> <li>• Escape</li> </ul>
 <b>RED</b>	<ul style="list-style-type: none"> <li>• Fast-moving consumer goods</li> <li>• Agri-food</li> <li>• Safety products</li> </ul>	<ul style="list-style-type: none"> <li>• Virility (sports, cars, shaving cream)</li> <li>• Safety / Warnings / Restrictions</li> <li>• Sales / Discounts</li> </ul>
 <b>YELLOW</b>	<ul style="list-style-type: none"> <li>• Tourism and travel</li> <li>• Agri-food</li> <li>• Insurance and credit</li> </ul>	<ul style="list-style-type: none"> <li>• Positivity</li> <li>• Human touch</li> <li>• Sunshine</li> </ul>
 <b>GREEN</b>	<ul style="list-style-type: none"> <li>• Nature and the outdoors</li> <li>• Cleaning</li> <li>• Alternative medicine</li> </ul>	<ul style="list-style-type: none"> <li>• Environment / Ecology</li> <li>• Nature</li> <li>• Health</li> </ul>
 <b>PURPLE</b>	<ul style="list-style-type: none"> <li>• Spiritual and personal growth</li> <li>• Arts, culture and music</li> </ul>	<ul style="list-style-type: none"> <li>• Imagination / Fantasy</li> <li>• Calm</li> </ul>
 <b>ORANGE</b>	<ul style="list-style-type: none"> <li>• Sports and fitness</li> <li>• Entertainment and communications</li> <li>• Telecommunications</li> </ul>	<ul style="list-style-type: none"> <li>• Creativity</li> <li>• Danger</li> <li>• Energy / Vitality</li> </ul>
 <b>PINK</b>	<ul style="list-style-type: none"> <li>• Sweets and pastries</li> <li>• Childhood</li> <li>• Cosmetics and beauty for women</li> </ul>	<ul style="list-style-type: none"> <li>• Leisure</li> <li>• Creativity</li> <li>• Luxury / Beauty / Femininity</li> </ul>
 <b>TURQUOISE</b>	<ul style="list-style-type: none"> <li>• Therapy</li> <li>• Hygiene products</li> </ul>	<ul style="list-style-type: none"> <li>• Aquatic world</li> <li>• Purity</li> </ul>
 <b>BROWN</b>	<ul style="list-style-type: none"> <li>• Culture and history</li> <li>• Gastronomy (chocolate, coffee)</li> <li>• Sustainable development and ecology</li> </ul>	<ul style="list-style-type: none"> <li>• Masculinity</li> <li>• Nature</li> <li>• Handmade / Classic luxury</li> </ul>
 <b>BLACK</b>	<ul style="list-style-type: none"> <li>• Film, arts and photography</li> <li>• Luxury items</li> </ul>	<ul style="list-style-type: none"> <li>• Premium quality</li> <li>• Contrasts</li> <li>• Simplicity</li> </ul>
 <b>WHITE</b>	<ul style="list-style-type: none"> <li>• Weddings</li> <li>• Architecture</li> <li>• Art / Therapy</li> </ul>	<ul style="list-style-type: none"> <li>• Cleanliness, neatness</li> <li>• Purity</li> <li>• Contrasts / Restfulness / Simplicity</li> </ul>



# Hold a contest to find the best poster for your project.

## Step 1



### PLAN THE POSTER CONTEST

- Will you involve the computer teacher or the art teacher?
- Will contestants make their posters alone or in teams?
- Will the poster be made on the computer, hand-drawn or hand-painted, etc.?
- Do you have specific criteria?

## Step 2



### DISCUSS YOUR EXPECTATIONS FOR THE POSTERS

- Talk about: The importance and meaning of colours
- Your logo (if you have one)
- Images
- Typography
- Other important components

## Step 3



### FORM TEAMS

- Will teams be assigned randomly, will they be formed by you or will contestants choose their own teams?

## Step 4



### MAKING THE POSTERS

- Decide how much time to give contestants and what parameters they need to follow to make their posters.

## Step 5



### IN-CLASS VOTE FOR THE BEST POSTER