

Module 3 Week 2: Brand Guide + Logo Direction Handout

Lesson Overview: Build a simple brand guide with colors, tagline, tone, personality, and logo direction.

Key Concepts

- Brand colors
- Tagline ideas
- Brand personality and tone
- Logo design brief

Guided Worksheet Activity

Create a one-page student brand guide and logo design brief based on your business name, offer, and customer.

Step	Student Response
What is the main idea or task for this lesson?	
What information did you discover or decide?	
What feedback, safety rule, or approval do you need?	
What will you add to your student business binder?	

AI Prompt of the Week

Create a simple brand guide for my student business. Business name: [name]. Offer: [offer]. Target customer: [customer]. Brand personality: [friendly, modern, creative, etc.]. Include color ideas, font style, tagline ideas, tone of voice, and logo direction.

Reflection Questions

- What did I learn this week that makes my business idea stronger?
- What decision did I make myself after using AI or feedback?
- What is one question I still need to answer?

- What is my next step before the next lesson?

Student Safety Reminder

Do not share home addresses, personal phone numbers, full birthdates, school ID numbers, medical information, payment information, or private family information. Ask a parent/guardian or teacher before public-facing business work.

Deliverable Checklist

- Brand colors
- Tagline ideas
- Brand personality and tone
- Logo design brief

ABM Solutions LLC • AI Powered Business Academy