**MARKETING AND BRANDING ASSIGNMENT**

**Student Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Class Period: \_\_\_\_\_ Score: \_\_\_\_\_/30**

**Create a Logo**

1. Everyone in the group will create a logo for their energy bar.
2. Once completed, everyone share their logo ideas with the group.
3. Discuss and decide on one logo to use for your energy bar packaging.

**Color Scheme**

1. Choose various colors that complement the logo, branding of the product and consideration of the target audience.

**Box Panels**

1. Design and create the front, back, sides and top of the energy bar box. Use the following measurements for a guide:
   1. Front Panel – 9” tall x 6” wide
   2. Back Panel – 9” tall x 6” wide
   3. Right Side Panel – 9” tall x 2” wide
   4. Left Side Panel – 9” tall x 2” wide
   5. Top Panel – 6” in length x 2” wide
   6. Bottom Panel – 6” in length x 2” wide
2. It is suggested that you split up the responsibilities and assign one panel to every student in your group.
3. Please include the nutrition label (that you created last class period) on one of the side panels.
4. You may use construction paper, markers, crayons, pictures from magazines, etc. to create your panels.
5. Make sure each panel is cut to the exact measurements above. They need to fit on your energy bar box that we will be creating next class period.

***Turn your work in by the end of the class period!!***