**Branding Rubric and Instructions**

**Task:** Create a name and a logo for your hypothetical new publication, including appropriate use of color, typography, and principles of design. Consider including publication name as well as any social media, website addresses, email addresses, etc; whatever your audience needs in order to contact you. This logo should appear on all printed items.

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|  | **10 (A)** | **8.5 (B)** | **7 (C)** | **5.5 (D)** |
| **Design** | Advanced use of typography, color and principles of design to create a visually appealing logo that incorporates the publication name. | Effective use of typography, color and principles of design to create a visually appealing logo that incorporates the publication name. | Adequate use of typography, color and principles of design to create a logo that incorporates the publication name. | Poor use of typography, color and/or principles of design to create a logo that incorporates the publication name may not be utilized appropriately. |
| **Message** | Design, color, typography and publication name convey a clear “feel” about the publication purpose that is purposeful and complete. | Design, color, typography and publication name convey a message about the publication purpose. | Though principles of design, color, typography and publication name are used, the connections between them may not be strong enough to convey a message about the publication. | Due to the lack of consistency and poor execution of elements, little message about the publication brand can be gleaned from the name and logo. |