

Design Challenge: Build Your Brand

Create a Mini Marketing Kit for a Fake Business

Your Mission:

You've just been hired as the graphic designer for a brand-new business! Your job is to create **three branded marketing items** using consistent colors, fonts, and themes that reflect the business's identity and personality.

What You'll Create:

Design the following items in Canva:

1. **Logo** – A simple, original logo for your business
2. **Business Card** – Front and back, including your business name and fake contact info
3. **Instagram Post** – Promoting a product, service, event, or sale

Branding Requirements:

- Use a consistent color scheme across all items
- Use **no more than 2 fonts** throughout your designs
- Include **matching themes, icons, or styles**
- Everything should look like it belongs to the *same business*

Business Ideas to Choose From (or make your own!):

- A pet grooming spa
- A vintage-style donut shop
- A tech repair service
- A mobile coffee truck
- A custom sneaker brand
- A local gaming lounge

What You'll Be Graded On:

- ✓ Consistent branding across all 3 pieces
- ✓ Creativity and originality
- ✓ Visual clarity (alignment, contrast, hierarchy, white space)
- ✓ Effort and neatness