

## Branding Assignment Rubric

Level 1 (< 50%)	Level 2 (51%-69%)	Level 3 (70%-80%)	Level 4 (81%-100%)
Completed little to none of assigned work	Completed some of assigned work	Completed most of assigned work	Completed all assigned work
Did not complete Step 1	Some consideration of Step 1	Answered each question in Step 1, with reasoning	Gave thorough, thoughtful answers to Step 1
<p>No logo</p> <p>Logo is unappealing</p> <p>Logo does not include the permitted colours</p> <p>Not recognizable as a logo</p>	<p>Logo is present, but messy,</p> <p>Logo has limited visual appeal</p> <p>Logo is somewhat recognizable as a logo and contains some of the permitted colours</p>	<p>Logo is neat</p> <p>Interest</p> <p>Looks like a logo, and contains all of the permitted colours</p>	<p>Logo has logic, and is legible</p> <p>Visually appealing</p> <p>Allows for easy identification (unique)</p> <p>Effectively and creatively uses permitted colours</p>
<p>Did not style HTML</p> <p>Forgot to include logo</p> <p>No cohesion</p>	<p>Some styling</p> <p>Logo is present</p> <p>Little cohesion to brand</p>	<p>CSS Styling meets expectations- easy to read, organized</p> <p>Includes logo</p> <p>Page has some cohesion to brand</p>	<p>CSS Styling exceeds expectations</p> <p>Logo is emphasized through styling</p> <p>Page is eye-catching and has cohesiveness to brand</p>