



Futurize Brand Creation Challenge

Introduction:

In this activity, you'll have the opportunity to practically apply what you've learned by crafting a hypothetical brand identity for a cutting-edge tech startup called Futurize.

Instructions:

The activity has five sections. For each section, carefully consider the aspect of Futurize's brand identity and provide your response accordingly.

Mission and Values:

What would be the mission and core values for Futurize?

Brand Personality:

What kind of personality would Futurize have? Is it inventive, reliable, or adventurous?

Logo:

Sketch a simple logo that you think would represent Futurize effectively.

Colour and Typography:

Choose a colour palette and a typeface that align with the brand's personality.

Tone of Voice:

Write a short paragraph (3-4 lines) introducing a new product from Futurize, ensuring to capture the brand's tone of voice.

