Branding Design   2025

This answer book will only be marked and certificated if this is completed by the learner _AND_ prison staff.

Learner Statement of Authenticity

By returning this answer book you are confirming that the work contained is entirely your work and does not include any work completed by anyone other than yourself. You also confirm that you have completed the assignment/portfolio in accordance with the instructions given by your establishment.

Learner Prison No. in CAPITAL LETTERS

Prison:

Learner's Initials:

Date:

Establishment Confirmation of Authenticity

I confirm that the above-mentioned learner, to the best of my knowledge, is the sole author of this completed answer book.

Staff Name:

Signed:

Date:

STAFF USE ONLY			
Date Issued	Date Marked	Assessor Initials	Result
			PASS REFER

Way2Learn

PeoplePlus
skills for growth

Contents

Welcome to your Way2Learn course.

This course is designed to enable access to education for all – whether in-cell or in your establishment's education facility.

To complete this course, you will need to watch all of the episodes. Times for each episode are provided on the next page.

You can request a copy of the episode transcript from your Distance Learning Coordinator or Learning and Skills Manager if you need to revisit any of the information.

If you have any difficulties in completing this course, please speak to a suitable peer mentor or member of staff for some help.

Once completed, return your answer book to the appropriate member of staff. After it has been received, it can take up to 3 weeks to be assessed and issued a certificate.

You can ask a member of staff for a copy of our policies and practices for further details.

Branding Design

Content Guide	Time	Day
Ep 1: Branding Design	**3pm**	**Friday & Saturday**

1. By the end of this session, learners will be able to identify and explain the four foundational principles of effective logo design—simplicity, versatility, memorability, and scalability—and describe how each principle contributes to building a strong and adaptable brand identity.

2. By the end of this session, learners will be able to apply strategic thinking to logo creation by analysing a brand's core values, target audience, and desired emotional impact, and use design elements such as shape psychology, colour, and typography to communicate a clear and memorable brand message.
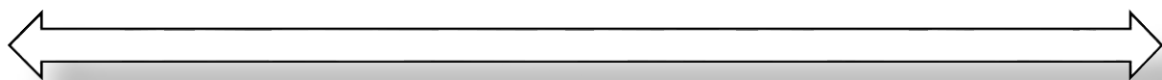
Knowledge Check

Consider the learning outcomes above.

On a scale of 1 -10, how would you rate your knowledge of Branding Design before starting this course?

(Please tick the appropriate box)

1	2	3	4	5	6	7	8	9	10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Low   High

At the end of this course, you will have the opportunity to rate your knowledge once more.

To pass this course you will need to correctly answer **80%** of the questions.

This equates to 23 correct answers out of the 29 marks available.

Part 1

Question 1

_____

What is a logo described as?

(Please tick **the** appropriate box)

A	Just a drawing	
B	The visual handshake of a business	
C	A decorative element	
D	A marketing slogan	

Question 2

_____

Which of the following is NOT one of the four golden rules of logo design mentioned?

*(Please tick **the** appropriate box)*

A	Simplicity	
B	Versatility	
C	Scalability	
D	Complexity	

Question 3

_____

What is considered the first and perhaps most important principle of logo design?

*(Please tick **the** appropriate box)*

A	Memorability	
B	Scalability	
C	Simplicity	
D	Colour choice	

Question 4

_____

Why is simplicity often difficult to achieve in logo design?

*(Please tick **the** appropriate box)*

A	It requires more conceptual thinking and refinement	
B	It doesn't allow creativity	
C	It demands expensive tools	
D	It only works for large businesses	

Question 5

_____

What is the suggested test for checking instant recognition of a logo?

*(Please tick **the** appropriate box)*

A	Blur test	
B	Scalability test	
C	Remove brand name test	
D	Five-second recall test	

Question 6

_____

Versatility in logos is important because:

(Please tick __the__ appropriate box)

A	Logos are only printed on paper	
B	Logos need to adapt across multiple platforms and formats	
C	Logos should never change	
D	Simpler logos are always versatile by default	

Question 7

_____

Which brand's animated logo example was mentioned for versatility?

(Please tick __the__ appropriate box)

A	Nike	
B	Spotify	
C	Microsoft	
D	Adidas	

Question 8

_____

What is rule #3 of logo design?

(Please tick __the__ appropriate box)

A	Simplicity	
B	Memorability	
C	Colour Psychology	
D	Timelessness	

Question 9

_____

What does the brain remember first when seeing a logo?

(Please tick __the__ appropriate box)

A	Typography	
B	Slogans	
C	Shapes and colours	
D	Small details	

Question 10

_____

The five-second recall test is used to check:

*(Please tick **the** appropriate box)*

A	Colour accuracy	
B	Memorability of a logo	
C	Versatility on social media	
D	Audience preference	

Question 11

_____

Scalability in logo design means:

*(Please tick **the** appropriate box)*

A	The logo looks good only on billboards	
B	The logo works across both large and tiny formats	
C	The logo must always include text	
D	The logo design can grow with profits	

Question 12

_____

Before starting logo design, what is the first crucial step?

(Please tick __the__ appropriate box)

A	Choosing the right font	
B	Identifying the brand's core values and personality	
C	Sketching several options	
D	Copying industry leaders	

Question 13

_____

Why is understanding your target audience essential in logo design?

(Please tick __the__ appropriate box)

A	It saves design costs	
B	The audience defines the design choices	
C	It guarantees viral success	
D	It makes the logo timeless	

Question 14

_____

According to shape psychology, what do circles typically convey?

(Please tick __the__ appropriate box)

A	Stability and structure	
B	Dynamism and innovation	
C	Friendliness and community	
D	Prestige and exclusivity	

Question 15

_____

What final thought is good to consider about logo design?

(Please tick __the__ appropriate box)

A	Logos should follow current trends only	
B	A logo must tell a business's unique story clearly and powerfully	
C	Logos are secondary to products	
D	Only big companies need strong logos	

Choose one of the following Briefs to complete on the next 3 pages. Using your notes and knowledge.

If you do not have coloured pens/pencils just label (red, blue, grey or green,) the parts of your designs that your chosen brief requires as specific colours.

Brief 1

Produce some initial logo concepts for:

- A business called 'Café 3D' – a new café in the city centre where all the furniture, cutlery and cups are 3D printed.

- It should look futuristic, (modern, new, high-tech, space-age,) and edgy (bold, cool, strong exciting,) and it must look 3D in some way.

- It is to appeal to all ages who are interested in technology.

- It must incorporate a red and blue colour scheme.

Brief 2

Produce some initial logo concepts for:

- A new gym opening on the high street called: 'The Fitness Factory.'

- It is situated in a former factory building so the logo should combine an industrial and sporty look somehow.

- It must incorporate grey and green into the colour scheme

- It is to appeal to men and women aged

Having picked your brief use the following pages to sketch some ideas.

Task	Design ideas
Using the principles of **simplicity** and **memorability**, create 4 logo design concepts for your brief. Each design should distill your big idea into a clear, minimal, and memorable symbol. Your designs should stick in people's minds by using strong shapes, colours, and simplicity. Test if people can recall your design after a quick glance (5-second recall test). **Scaffolding: Steps to Support You** 1. Identify your brand's core message (e.g., energetic, friendly, trustworthy, innovative). 2. Sketch 4 variations that express this message simply: • One purely symbolic/iconic • One purely typographic • One combined (text + icon) • One abstract/minimalist 3. Refine each sketch to remove any unnecessary details. 4. Check the "remove the name" test – can your logo stand alone? 5. Be ready to explain why each design communicates your brand's essence through simplicity. ***2 Marks***	

Task	Design ideas
Using the principles of **scalability and versatility** create 4 logo design concepts for your brand. Each design should look good at very small sizes (like app icons or favicons) and very large sizes (like billboards). **Scaffolding: Steps to Support You** 1. Think of all the places your logo might appear (social media, print, merchandise, websites, signage). 2. Sketch 4 variations: • One full-colour detailed version • One simplified black & white version • One reduced/icon version • One reversed/negative space version 3. Test adaptability – Would it still look good if resized really small? Or blown up really large? 4. Check usability – Could your logo work on both light and dark backgrounds? *2 Marks*	

Task	Design ideas
Using your ideas from the previous pages now sketch a final design to match your selected brief. *2 Marks*	

Part 3 – Work Based Scenarios

Work based Scenario. - Now you have all the details, consider a design for your own business brand and create a logo.

Task	Design ideas
Using the principles of **simplicity** and **memorability**, create 4 logo design concepts for your brief. Each design should distill your big idea into a clear, minimal, and memorable symbol. Your designs should stick in people's minds by using strong shapes, colours, and simplicity. Test if people can recall your design after a quick glance (5-second recall test). **Scaffolding: Steps to Support You** 1. Identify your brand's core message (e.g., energetic, friendly, trustworthy, innovative). 2. Sketch 4 variations that express this message simply: • One purely symbolic/iconic • One purely typographic • One combined (text + icon) • One abstract/minimalist 3. Refine each sketch to remove any unnecessary details. 4. Check the "remove the name" test – can your logo stand alone? 5. Be ready to explain why each design communicates your brand's essence through simplicity. ***2 Marks***	Name of Company_____

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Using the principles of **scalability and versatility** create 4 logo design concepts for your brand. Each design should look good at very small sizes (like app icons or favicons) and very large sizes (like billboards). **Scaffolding: Steps to Support You** 1. Think of all the places your logo might appear (social media, print, merchandise, websites, signage). 2. Sketch 4 variations: • One full-colour detailed version • One simplified black & white version • One reduced/icon version • One reversed/negative space version 3. Test adaptability – Would it still look good if resized really small? Or blown up really large? 4. Check usability – Could your logo work on both light and dark backgrounds? *2 Marks*	**Name of Company**_____

Task	Design ideas
Using your ideas from the previous pages now sketch a final design to match your selected brief. *2 Marks*	

Part 3 – Work Based Scenarios

Your design has been presented to a market research group. Looking at your final design and reminding yourself of the principles behind logo design. **Simplicity, memorability, versatility and Scalability.** What do you think their suggestions might be.

2 Marks

Learning Evaluation

You must comment on the three most important things you have learnt and complete distance travelled.

1. ....

....

....

2. ....

....

....

3. ....

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....

Distance Travelled

Now that you have completed this course, on a scale of 1 -10, how would you rate your knowledge of Branding Design?

(Please tick the appropriate box)

1	2	3	4	5	6	7	8	9	10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Low   High

End of Knowledge Check

Course Feedback – Branding Design

TO QUALIFY FOR A <u>MUG</u> OR <u>WATER BOTTLE</u> YOU MUST COMPLETE IN FULL, THE LEARNING EVALUATION. THIS IS A VOLUNTARY SUBMISSION. IF YOU DO NOT COMPLETE THIS YOUR WORKBOOK WILL STILL BE MARKED AND CERTIFICATED, BUT YOU WILL NOT BE ELIGIBLE FOR ANY OF OUR INCENTIVISED GIFTS.

Please clearly write your full name here:

We value your feedback. Please rate each aspect on the scale below:

1. **The quality, style and tone of the videos.**

1	2	3	4	5	6	7	8	9	10

Low   **High**

2. **The clarity of the answer book.**

1	2	3	4	5	6	7	8	9	10

Low   **High**

3. **Your enjoyment of this course.**

1	2	3	4	5	6	7	8	9	10

Low   **High**

Please tell us what you enjoyed most about this course

Please give us one suggestion to improve this course