

GRADE 11 · UNIT E: CLIENT PROJECTS

Client Project: Brand Style Guide

Lesson 23 of 44 · Day 1 of 3

DO NOW

Plan: students pull exact color codes and font names from their finished logo project and lay out a one-page style guide structure.

TODAY'S PLAN

Plan: students pull exact color codes...

TODAY'S VOCABULARY

Style Guide / Brand Guidelines

EXIT TICKET

Name one specific rule from your style guide that keeps your brand looking consistent.