



COMPANY BRANDING OVERVIEW

Firms will demonstrate their company branding through the submission of a branding package that includes the company logo, fonts, color palette and associated applications such as: company letterhead, business cards, envelopes, cover pages, sales materials, or other similar company documents. An effective brand will be memorable, versatile, relevant to the company's business, and consistently applied across all elements. A versatile logo is one that will look good when applied in different applications, such as brochures, websites, or promotional pens.

Submission Criteria

Prepare a single PDF document with the following elements:

- **Page 1:** Logo, color palette, fonts
- **Page 2:** Company letterhead and one-paragraph company description
- **Page 3:** Business card (front & back, if applicable)
- **Pages 4-6 (optional):** Up to three applications of the company branding. Elements may include a cover page template, envelope, sales materials, product packaging, or other similar elements.

[View a sample submission document here.](#)

Career Readiness Framework Alignment

Leadership:

- Demonstrates well-rounded perspective and unique style

Professional:

- Communicates effectively
- Demonstrates effective project management
- Solves problems creatively

Functional:

- Demonstrates industry/function-specific skill

Judging Criteria

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

First Impressions	What is your first reaction to the branding elements presented?
Logo, Fonts, and Color Palette	How would you rate the quality of the logo, font choices, and color palette?
Consistency across elements	Does the brand identity extend consistently across each element? Do the various elements come together to make a cohesive whole?
Relevance to the business	Do the logo and branding elements seem to be relevant to the business or industry?

Rubric

5 stars Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
4 stars Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
3 stars Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 stars Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 star Well below standards	Major flaws or section missing.