



Branding a Company Logo



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Objective:

Students will use a **decision matrix** to evaluate peer logo designs and select the most effective logo for their automotive company based on creativity, simplicity, and visual impact.



*Think about the coolest car brand you know —
maybe it's Tesla, Jeep, or Ferrari.*

Now imagine it didn't have a logo.

Would it still feel as powerful,
trustworthy, or exciting?



TODAY - You will be the creative force behind a new car company's identity. You'll build a logo that grabs attention and makes your company unforgettable.

Let's bring your brand to life!



Engineers do more than build things—they also use *visual design* to communicate ideas.

Their design choices can shape how the public views a company, influence business success, and guide decisions in product development, manufacturing, and marketing.

THINKING OUT LOUD

Let's take a moment to connect branding to our everyday lives!

Choose one logo from the real world that you personally connect with—this could be your favorite clothing brand, car company, tech product, sports team, or anything else you recognize easily.

In a group of 2-3, use the questions below to guide your discussion. Be ready to explain your group's thinking with the entire class. **(5 minutes)**

- What is the logo you chose, and why do you relate to it?
- What do the design elements (color, shape, font, symbol) represent?
- What message or feeling does this logo give you?
- What does the tagline (if there is one) suggest about the brand?
- How does this logo make you trust or like the product?
- Do you think this logo makes the brand more successful? Why or why not?

Create your own Automotive Brand CHALLENGE

**You're about to launch the next big automotive company!
Follow the steps below to brainstorm, evaluate, and build a standout
brand that competes against other teams in the class.**

Individual Brainstorm (10 min)

Each team member will come up with their **own idea** for a *NEW* company logo and tagline.

- Think of a unique **company name** that fits your brand personality (e.g., fast, eco-friendly, luxury, rugged).
- Sketch a rough **logo design** on graph paper or in a Google Doc.
- Write a **tagline** (a short phrase or slogan that captures what your brand is about).

THESE ARE JUST IDEAS RIGHT NOW— you'll decide later, as a group, which one to choose!!

Create your own Automotive Brand CHALLENGE

Team Decision Matrix (15 min)

Work in teams of **four**. Share your logo and tagline ideas with each other.

- Create a **decision matrix** (template provided) with evaluation criteria such as these:
 - Creativity
 - Relevance to automotive industry
 - Clarity and simplicity
 - Audience appeal
 - Memorable tagline
- **Score** each idea as a group using a scale (like 1–5).
- Add up the totals and discuss the results.
- Choose the **top-scoring idea** to represent your team's brand!



Name:

Date:

Cl:

DECISION MATRIX						
Idea (Student Name)	Creativity (1 - 5)	Relevance to Automotive Industry (1 - 5)	Clarity & Simplicity (1 - 5)	Audience Appeal (1 - 5)	Memorable Tagline (1 - 5)	Total Score

Create your own Automotive Brand CHALLENGE

Now it's time to bring your brand to life!

Build Your Company's Brand Presentation (30+ min)

- Use **Canva, Google Slides, or art supplies** to design your final logo and tagline.
- Create a short presentation that introduces your brand to the class.
- Be sure to explain your design choices and what makes your brand unique and competitive.

Goal: Stand out from the competition! Win out from other teams in the class with a clear, bold, and creative brand / tagline!

