

Back-to-School Activity: Branding Me!

Introduce Yourself Through Your Personal Brand

Overview:

Start the year by helping students think creatively and critically about what makes them unique—through the lens of branding! In this one-hour lesson, students will explore the concept of trademarks and then create a personal “brand” to represent themselves to the class. Each student will design a logo and (optionally) a slogan or jingle that expresses their identity, strengths, and interests. Their logos can be displayed on the classroom wall or used in digital portfolios, creating a lasting sense of ownership and community.

Objectives:

- Understand what a trademark is and how it relates to identity and branding
- Reflect on personal identity, interests, and strengths
- Create a personal brand name and logo that represents you
- (Optional) Develop a slogan or jingle to introduce your brand
- Explore the basics of intellectual property and its real-world importance

Materials Needed:

- Printed worksheet (see below) or notebook paper
- Drawing materials OR access to digital design tools (e.g. [BrandCrowd](#), Canva, or drawing apps)
- Optional: access to [Chrome Music Lab](#) for creating jingles
- Projector or whiteboard for class examples

Lesson Flow (60 minutes total):

1. Introduction to Trademarks (10 min)

Use the USPTO’s definition: A *trademark* is a word, phrase, symbol, or design that identifies



and distinguishes the source of goods or services. Ask students: *What logos or slogans do you recognize? What do they tell you about a brand?*

2. Personal Reflection (10 min)

Invite students to reflect: *If you were a brand, what would your brand stand for?* Prompt them to list things they love, talents they have, or words that describe them.

3. Logo Design (20 min)

Students sketch 2–3 ideas for their personal logo. Use inspiration from real trademarks. They can use digital tools (like BrandCrowd or Canva) or draw by hand.

4. Optional Extensions (10–15 min)

- **Slogan:** Students create a catchy phrase that represents their “brand.”
- **Jingle:** Using tools like Chrome Music Lab, students can make a short musical intro.
- **Gallery Walk:** Have students do a mini show-and-tell or post logos around the room.

5. Wrap-up and IP Connection (5 min)

Discuss how logos and slogans are protected by trademark and copyright law. Explain that intellectual property (IP) helps protect ideas, creativity, and identity—just like their personal brand.

Standards Alignment (Suggested by Grade Band):

Grades K–2:

Visual Arts Standards (e.g. National Core Arts Standards VA:Cr1.1.Ka)

- Engage in exploration and imaginative play with materials.

Grades 3–5:

ELA Speaking & Listening (CCSS.ELA-LITERACY.SL.5.4)

- Report on a topic or text or present an opinion, sequencing ideas logically and using appropriate facts and relevant, descriptive details.

Grades 6–8:

Technology/Innovation Standards (e.g., ISTE 6a)



- Students choose appropriate platforms and tools for meeting the desired objectives of their creation.

Grades 9–12:

Career & Technical Education or Entrepreneurship Standards (e.g., CCTC BM-MGT-6)

- Apply concepts of branding to personal or business identity.
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Adaptations & Tips:

- For younger students, keep it visual and focus on drawing and color choices.
- For older students, introduce the difference between fanciful, arbitrary, and suggestive trademarks using examples.
- For tech-friendly classrooms, integrate digital tools for logos and jingles.

Name:

Date:

BRANDING ME! PERSONAL BRAND PLAN

Read the text.

WHAT IS A TRADEMARK?



A trademark is a word, phrase, symbol, or design that identifies and distinguishes the source of goods or services. Trademarks help us recognize brands and tell them apart from others.

Answer the questions.

- 1 What makes you, YOU? List 5 words or phrases that describe your interests, personality, or strengths.

- 2 Brainstorm your logo ideas. Sketch 2-3 ideas for a logo that represents you. Think about symbols, initials, colors, or shapes.

- 3 Choose your favorite logo. Describe why it represents you best.

- 4 Write a slogan or tagline. Think of a short, catchy phrase that describe who you are or what makes you special.
