**Building a Brand Identity**

**Directions: Your first act as team owner is to figure out all the details of your team. Before doing anything else, please save this file as “Brand Identity” to your Home (H:) Drive in your Computer Science Folder. Then neatly type the answers to the following questions and save your work.**

1. **Owner:** (your name)
2. **Sport:** (You may choose any sport, but picking a non-typical sport will be more difficult and will probably require extra work by you.)
3. **Team Name\*:** (Keep it short. Naming your team the Fighting Donkey Cat Assassins might seem fun, but designing a logo and other tasks will be difficult. Fun fact: The longest name in pro sports is the Diamondbacks.)
4. **Color Scheme:** (This color scheme must remain consistent throughout your project.)
5. **Description of Team:** (Write 2-3 sentences describing your team. Tell why you bought this team and why you think it will be successful.)
6. **Logo\*:** (design on page 2, save it as a picture and insert the Logo here. Do not use photos as a Logo. ClipArt illustrations are okay. Imagine your Logo as the size of ½ inch tall as it often will be.)
7. **League Name:** (You may make up one or join an existing league like the NFL, NBA, or WNBA.)
8. **Coach’s Name:** (You may make one up, please don’t use the name of a friend that has my class, this will confuse me.)
9. **Slogan\*:** (Examples: Just do it, Feel the excitement, Commitment to excellence.)
10. **Stadium/Arena/Field name, Address, phone number, e-mail address, and website\*:** (Make them up or copy ones of an existing team)

**Design your logo in the space below. When you are finished, group it all together. Right click on it and “Save as Picture” to the Home (H:) Drive in your Computer Science folder. Also, insert the picture file into question #6 on the previous page.**