



# Parent Equity Branding Challenge



2020 Branding



## Background Knowledge:

The Enloe Parent Equity Team is a subgroup of the Parent Teacher Student Association (PTSA). The team would like to have a logo to identify information that is specific to the Equity Team within the context of PTSA Communication.

The Enloe Parent Equity team is fairly new to the Enloe community and currently building its brand.

The Enloe Parent Equity Team will be holding a conference in the Spring. The team would like to have a logo for the conference materials and digital communication.

# THE CHALLENGE

Create 2 **logos** in which the design, colors, and concepts represent the mission, goals, and actions of the **Enloe Parent Equity Team**.

The Parent Equity Team will choose only one logo.

The challenge continues...

# Logo Regulations:

Logo #1 can be circular in nature.

Logo #1 can be a “hub” in nature.

Logo #2 is your choice. Go crazy!

Example:



Example:



No Example

# What is the Enloe Parent Equity Team?

Please be advised:

The brochure is outdated and needs reformatting. This will be step 2 of the branding process later in the year!