

GRADE 11 · UNIT E: CLIENT PROJECTS

Client Project: Brand Style Guide

Lesson 23 of 44 · Day 2 of 3

DO NOW

Build: students complete the style guide (logo usage rules, color palette with codes, type pairing) in Figma or Photoshop.

TODAY'S PLAN

Build: students complete the style guide...

TODAY'S VOCABULARY

Color Code (Hex/CMYK)

EXIT TICKET

Name one specific rule from your style guide that keeps your brand looking consistent.