

# Assignment H3

## Building Your Brand

A cohesive brand ensures that you market your business in a professional and consistent manner. In this assignment, you'll begin developing a brand identity for your dog training business. Your brand should guide the look and feel of all your promotional materials, from your website to your social media posts. Keep your ideal client in mind as you work through this assignment. Refer to the texts, "*Starting Your Business*" and "*Marketing Your Business*" to answer the following questions.

1. Write down two potential names for your dog training business. Briefly explain why you think each name would be a good fit for your business. Check online to make sure other businesses in your area don't already operate under these names.

**Option 1:**

Explanation:

**Option 2:**

Explanation:

2. Write a short tagline to describe your business. Remember that a tagline should briefly describe your services in a short and memorable way.

3. In 2-3 sentences, write a mission statement that describes the purpose of your business. Your mission statement should support your tagline and describe the main purpose of your business.

4. Write down some ideas for your business logo. List the following details to help you plan your logo:

Color scheme:

Design style (choose a design style that represents your business):

Any symbols or images you'd like to include in your logo and what they represent:

*Optional: If you want to try your hand at designing a logo yourself, you can create a logo by using a free design or photo editing program. PicMonkey, Canva and similar programs can be used online for free. If you choose to create a logo, save it as a .jpg file and upload it with this assignment. Your tutor will provide feedback on your logo but it won't be graded.*