

# Festive rebrand

## INTRO:

We all have our own personal feelings about the festive period. Some look forward to it from August onwards, while others dread it. Let's not waste those feelings as we create an honest interpretation of your current mood.



## ACTIVITY:

Create a logo, icon or even branding to represent how you feel about the festive period. Think about your use of imagery, colour, typography, icons and copy.

Sketch your thoughts and don't worry about the quality of the drawings – just create something that represents your idea. What would your logo look like? How would it make people feel? Is it designed to be soft and fuzzy, warm and vibrant, spiky and cold?

When you've created your logo, think about how it can be used on social channels. What messaging would you use with your logo? What do you want others to feel about it?

Express yourself!

Take some brand inspiration from the big man himself...

**Link: [Santa Brandbook](#)**

'Tis the  
season  
to be  
creative



## THIS HELPS:

- Express yourself and your feelings visually
- Communicate your ideas
- Explore how images and words work together
- Set imagination free

alive