**Wellness 10  
Assignment:Brand Yourself Motto and Logo**

Outcome: Assess one’s self-awareness (i.e., one’s ability to perceive own emotions and tendencies) and self-management (i.e., ability to stay flexible and positively direct personal behaviour) for the purpose of enhancing well- being of self and others.[[1]](#endnote-1)

**Indicator**: Complete a variety of personal inventories to analyze learnings about self.  
Criteria:

* Brand yourself motto and logo must be unique and creative to one’s personality. Individuals are allowed to use any medium to showcase their logo and motto (photoshop, sketch, paint, collage, video, etc)
* Must contain at least one characteristic from each of the 5 wellness dimensions. (physical, environmental, social, spiritual, and psychological)
* Motto must follow the three basic rules:  
  **1. Is Your motto Simple?** To be effective it must be easy to remember. It's even better if you can achieve clever and catchy, but direct and succinct can be just as effective as long as it is memorable.  
  **2. Is Your motto Thoughtful?** Does it have an [underlying meaning](http://bit.ly/BrandPurpose) that evokes an emotion through a clever play on words or literary symbolism? Does it go beyond mere redundancy of the actual brand? Simple gets them the attention, but thoughtfully clever can hold them there.  
  **3. Is Your motto Powerful?** In the end, unless your motto can impact consumers, you’ve missed the point. It needs to highlight the benefit of your product or service with a timeless message.
* Attach a ½ page explanation to you logo and motto. Times New Roman, size 12, single spaced.

**Brand Yourself Logo/motto Assessment Due : Mark out of 20**

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| Showcases all 5 dimensions of wellness : /5 -each dimension is worth 1 mark (physical, social, psychological, spiritual, and environmental)  Motto is clear and concise following motto making rules: /3 -Simple, thoughtful, and powerful  Unique and creative: /2 - unique worth 1 mark -creative worth 1 mark | ½ page explanation: /10 -grammar and spelling worth 5 marks  (more than 10 errors = .5 /5) -focus on topic and self-awareness worth 3 marks -personality worth 2 mark |

1. (Ministry of Education, 2011.  Wellness 10: Saskatchewan Curriculum. Retrieved from: <https://www.curriculum.gov.sk.ca/webapps/moe-curriculum-BBLEARN/index.jsp?view=indicators&lang=en&subj=physical_education&level=wellness10&outcome=1.5>) [↑](#endnote-ref-1)