

* **The owners of waffle house have noticed a decline in profits. They believe this is due to a stagnant brand. The first step they want to change is their logo. Wafflehouse needs your help!**
* **You must decide what brand image you want first. Does Wafflehouse want to be seen as**
	+ **High Tech?**
	+ **Bold?**
	+ **Flair?**
	+ **Modern**
	+ **A Classic Diner?**
	+ **High Class?**
	+ **Affordable?**
	+ **Convenience?**

**Next, design a logo based off the brand image you choose, and incorporate Wafflehouse. Remember, customers will have to think “Wafflehouse!” once they see the image.**

**Once you are done, answer these questions on your Word document:**

* + **1) What strategy did you pick- and why?**
	+ **2)How does your logo fit in with your brand- give at least 3 reasons and describe why!**
	+ **3) Compare and contrast what you would changed or kept the same if you decided on a different brand image (tell me what the image you would have chosen and what changes you would have made).**

Grading:

Does your logo have color? (1 pt)

Does your logo have text? (1 pt)

Can I tell this image stands for Wafflehouse? (2 pts)

Does your logo correlate with your brand strategy (short answer response)? (2 pts)

Did you explain what strategy you chose, and use a reasonable explaination? (2 pts)

Did you provide 3 reasons why your logo fits in with your brand (2 pts)

Did you describe what you would change AND keep the same if you changed the logo to something else? (2 pts)