2017 BRANDING
SCORE CARD

THE FORMULA 1® STEM CHALLENGE — IN SCHOOLS

RE-ENGINEERING AUSTRALIA FOUNDATION

JUDGING SUB CATEGORY	BRANDING	TEAM ID	
PRIMARY EVIDENCE	TEAM INTERVIEW AT TRADE BOOTH	TEAM NAME	
SECONDARY EVIDENCE	TEAM PORTFOLIO: SECTION A	SCHOOL	
CRITERIA	7	COMPETITION CLASS	

		Low	Developing	Advanced	Score
Criteria		0 1 1 2 3	2 3 4 5 6	4 5 7 8 9 10	/5 /10
7.1	Team Name	Irrelevant choice	Limited consideration of meaning	Well considered, meaningful team name appropriate to goals and image projection.	/5
7.2	Logo Development	Limited ideas & development. No original work evident	Some logo idea progression & creative logo modification of type or graphics noted.	A number of logo ideas considered with attention to team goals and identity. Creative & original logo development clearly relates to the team's chosen name, identity and purpose.	/5
7.3	Final Logo Design	Team logo is absent or confusing.	Logo message is simple and obvious.	Strong team logo that grabs attention, generates a positive response, and is easily recognised and recalled. Well considered use of colours, type and shapes enhance meaning. In keeping with branding.	/5
7.4	Logo Application	Poor quality reproduction, limited team logo badging.	Most items are badged with team logo. Team logo quality diminished when enlarged or reduced across applications.	Team logo scales well to large and small badging applications. All applications are of high quality and appropriately positioned for strong impact.	/5
7.5	Team Branding	Branding message is weak with inconsistent application across the project.	Effective team branding consistently applied across project components.	Excellent and highly effective messaging of team image. Quality and consistent branding of team name, logo, typography, & colours applied across all project elements: portfolio, uniforms, car, display, social media and collateral. Icon, tagline or mascot added to strengthen branding	/10
7.6	Media Exposure	Limited or ineffective.	Some development, some impact, some consideration of audience and platforms.	Clear, developed, high impact media strategy, including social media. Careful consideration of target audience and suitable platforms. Evidence of attempt to work with media broadcasters/publishers with some documented success.	/5
7.7	Sponsorship ROI	Little or no ROI.	Sponsorship acknowledged.	Clear and appropriate visibility of sponsors. Quality reproduction of appropriate sponsorship logos across all project collateral.	/5
7.8	Team Uniform	Ineffective or inconsistent, same or similar to supporters.	Basic and consistent across the team, distinct from supporters.	Creative and considered use of branding and appropriate styling for all members. Team member names and roles clearly identified. Clearly distinct from supporters.	/5
7.9	Team Presence	Not all present / Poor energy.	Generally enthusiastic.	All team members are appropriately engaging and enthusiastic about their work.	/5
7.10	Team Knowledge	Limited engagement.	Some members knowledgeable.	Each member is highly knowledgeable in their role and also broadly knowledgeable about details of their entry. Able to defer to others with confidence and share project ownership.	/5
				Branding GRAND TOTAL	**/55**

EVENT NAME:	
TEAM:	**TEAM ID:**

Three (3) things you should continue to do:

1	

2	

3	

Three (3) things that would most improve your participation:

1	

2	

3	