

REBRANDING AMERICA

Homework

EPISODE 5

Logos and design are the portal to connect us to the promise of an experience.

Symbols give us permission to behave in a way that reflects the actions of the tribe the symbol represents. As the behavior of Americans changes, so too will the nation. And when the nation changes, how we choose to reflect our behavior will as well.

CONSIDER A SYMBOL THAT BELONGS TO NO ONE PERSON'S HOME, *but promises a home for all.*

What are some of your favorite brands? What do you hope the logos of those brands say about you when you wear them or display them on the products you purchase?

Have you ever had a logo you loved tainted by an experience that you no longer wanted to be associated with?

When you think of the American flag, what comes to mind?

When you think of the Statue of Liberty, what comes to mind?

Our job is to think critically about the symbols we choose to define us and challenge the notion that they represent what we've been taught they represent.

If you could choose a logo for the future of America, what would it be?

JOIN THE CONVERSATION on Instagram by tagging your work: *#rebrandingamerica*