

BUILD is an innovative and successful college readiness non-profit organization. Through entrepreneurship based, experiential learning, BUILD ignites the potential of youth from under-resourced communities and equips them for high school, college and career success. By helping students develop and run their own small business, BUILD supplements traditional school with critical skill-building for the future.

## ROLE OF GRAPHIC DESIGNER

As a pro-bono graphic design partner you will provide our students with real-world, hands on experience as they work with you to develop their brand. Students will present you with their ideas for their brand, and you will have the opportunity to work with them to brainstorm a catchy logo for their business.

It is our goal to have the graphic design experience for our 10<sup>th</sup> grade students be an impactful touch point with a real professional in the community, and even serve as an opportunity for our young entrepreneurs to learn about a new career as they grow professionally.

## RESPONSIBILITIES

- Serve as a graphic designer for a student business team.
- Participate in a brand consultation (ideally in person) with students to listen to their ideas for their business. Help guide them to a vision for a logo and brand identity.
- Create 3-4 logos for the students to choose from.
- Make edits (virtually) based on student feedback. Email students the revised logos and students will choose one logo for their business.
- Guide students as they create a piece of collateral for their business (i.e. business card, stickers, pamphlet, etc) using the business team's new logo.

## DESIRED SKILLS

- Advanced graphic design experience.
- Patient, flexible and able to convey information in a way students will comprehend.

## SAMPLE LOGOS



## COMMITMENT

The initial Graphic Design consult meetings take place in **January/February**.  
The total time required is **approximately 20 hours**.

FOR MORE INFORMATION, PLEASE FILL OUT  
THE INQUIRY FORM AT [WWW.BUILD.ORG/VOLUNTEER](http://WWW.BUILD.ORG/VOLUNTEER)