

MS-17 • Make Stuff • AI Move of the Day

Dream Brand Logo Quest

Got a dream brand? See its logo in 3 minutes. Today's skill: give Gemini a clear design brief — name, purpose, style, and one-colour rule.

Start the logo

Build my prompt

YOUR CURRENT LEVEL

0 XP

Level 1: Brand Dreamer

Invent a brand

Build the logo prompt

Open Gemini safely

Generate 3 concepts

Pick a favourite

Explain why it fits

The big idea

A logo is not just a nice shape. It is a tiny signal: what the brand does, how it feels, and whether people remember it.

We will use imagined brands only. No personal details, no real school names, no real student names.

1 Invent your brand

This can be totally imaginary. Actually, that is better.

Pick a brand idea you would enjoy designing: a snack brand, a sports club, a study app, a pet cafe, a shoe label, a comic studio, a water bottle company, anything.

Brand name

Example: Moonbean

What the brand does

Example: sells cold coffee for students

Cafe

Sports

Study app

Snack brand

Clothing

Pet brand

THOUGHT BULB

A good design brief is like a good exam answer: it does not say everything. It says the important things clearly.

☐

I invented a brand name and a clear brand purpose.

2 Build your Gemini logo prompt

The prompt is short because the brief is sharp.

We are asking for three ideas, not one final answer. The first goal is options. You choose after seeing them.

Logo style

Clean, modern



YOUR GEMINI PROMPT

Design 3 simple logo ideas for a brand called Moonbean that sells cold coffee for students. Clean, modern, works in one colour.

STARTER-PROMPT SHAPE

Design 3 simple logo ideas for a brand called [name] that does [what]. Clean, modern, works in one colour.

Copy my prompt

WORKED EXAMPLE

Design 3 simple logo ideas for a brand called Moonbean that sells cold coffee for students. Clean, modern, works in one colour.



I built a logo prompt with brand name, purpose, style, and one-colour rule.

3 **Open Gemini safely**

Gemini may need a Google account. Ask a grown-up if account help is needed.

Open Gemini in a new tab. Use a parent-approved or school-approved Google account if required. Paste your prompt.

CAUTION BOARD

Use imagined brands only. Do not use your real school name, your full name, phone number, address, class section, or personal details.

SAFE BRAND TEST

“Moonbean, a cold coffee brand for students” is fine. “Biru from Class 9B’s school canteen startup at [real school name]” is too personal.

☐

I opened Gemini safely and kept the brand imaginary.

4 Generate 3 logo concepts

Do not stop at the first one. Three ideas teach you more than one.

After Gemini responds, look for differences. One idea may use initials. One may use a symbol. One may use only the brand name.

What 3 concepts might look like



M

Concept 1: Lettermark using the first letter.



Concept 2: Simple symbol that hints at the brand.



MOON

Concept 3: Wordmark built around the name.

THOUGHT BULB

“Works in one colour” is a smart constraint. It forces the logo to be clear without fancy gradients. If it works in black and white, it is probably stronger.

☐

I generated or planned 3 logo concepts in Gemini.

5

Pick your favourite like a designer

Not just “it looks cool.” Ask why it fits.

Simple

Would someone remember it after seeing it once?

Relevant

Does it match what the brand actually does?

Readable

Can you understand the name or symbol quickly?

Flexible

Would it work small, large, and in one colour?

My favourite concept

Example: Concept 2 — the moon-cup symbol

Why it fits the brand

Example: It fits because the moon shape hints at late-night studying, and the cup shape connects to cold coffee.

☐

I picked my favourite and judged it using simple design checks.

6 Say why it fits in one line

This is the closer. Designers explain choices, not just vibes.

ONE-LINE CLOSER

I chose this logo because it shows _____ and fits the brand by _____.

My one-line explanation

Example: I chose this logo because it shows a moon-shaped cup and fits the brand by making late-night student coffee feel calm and memorable.

CAUTION BOARD

AI can give you ideas. It cannot know what your brand means unless you tell it. Your brief and your choice are the real creative work.

☐

I wrote one clear line explaining why my chosen logo fits.

7 Optional: make your AI Move card

A small reminder of the design move you just learned.

CARD COPY

Title: AI Move of the Day

Move: Use Gemini to design 3 logo concepts for an imagined brand.

Prompt: “Design 3 simple logo ideas for a brand called [name] that does [what]. Clean, modern, works in one colour.”

Closer: Pick your favourite and say in one line why it fits.

☐ I made, sketched, or saved the AI Move card.

Final 5-minute move

Pick your favourite logo concept. Then write one line explaining why it fits the brand. That line is the proof that you did not just click and choose randomly.

☐ I used an imagined brand, not personal details.

☐ I asked for 3 concepts, not one final answer.

☐ I picked one and explained why it fits.

BONUS MOVE

Take your favourite concept and sketch a cleaner version on paper. No AI. Just your hand, one colour, and the idea you chose.

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