

# Project: Corporate Identity

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**CLASS:** *Seniors*

**DATE:** *20 August 2013*

**TIME:** *2 hours*

**THEME:** *Corporate Identity*

**SKILLS:** *Graphic Design using Microsoft Word 2010,  
Internet Research Skills,  
Citing and Referencing sources APA Style.*

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## Scenario

The CEO of your company requested that your branch in Potchefstroom create a research summary on John C. Maxwell's *The 21 Irrefutable Laws of Leadership*. He did not specify any formats, but you want to make a good impression on behalf of your branch.

## Required

The project requires the following: (**NB:** Save all files as .docx **and** as .pdf)

1. **Document Folder** - A branded A4 cover page to contain the documents.
2. **Cover Letter** – A letter of response written to the CEO, with research attached.
3. **Research Paper** - Short descriptions of each Law, with a title and branded headers & footers.
4. **Business Card** – For the Potchefstroom Branch of your company.
5. **A4 Envelope** – A branded envelope, Landscape, A4 Size in which to put the assignment.

All of the above have to be professionally branded. This will represent our branch.

## Project instructions

- Make teams and create a team folder nested in the Business Report folder.
- Decide as a class/branch (meeting format) on which Laws which teams will be researching.
- Complete your research (without branding) and save as word document in the **research folder** created for this project, not in your team folder yet.
- Continue with the other required documents, saving each one as .docx as well as .pdf.
- After completing all the branded documents Compile your team's *completed* research document using the completed documents of all the other teams saved in the **research folder**. Design your team's branded header and footer and save in your team's folder.
- Send an email to [computers@agapecs.co.za](mailto:computers@agapecs.co.za) to confirm your team is finished.

For number: **3. Research Paper**, open the following file from the network: (TIP: Try copy & pasting the address to the address bar in explorer)

<\\PC9-PC\FK Student Desk\Seniors\PROJECTS\Corporate Identity\Business Report\The 21 Irrefutable Laws of Leadership.docx>