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2-3 people: Define the brand values for your design idea.

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Selecting and implementing a design.: Marketing involves creating a brand identity for a new product. The brand values are embodied in every aspect of the design, from the product itself, where it is sold, to the design of its logo.

Instructions.: Create a market for your design idea by developing a set of "brand values" that express the identity, beliefs and culture that underly your future product or service.