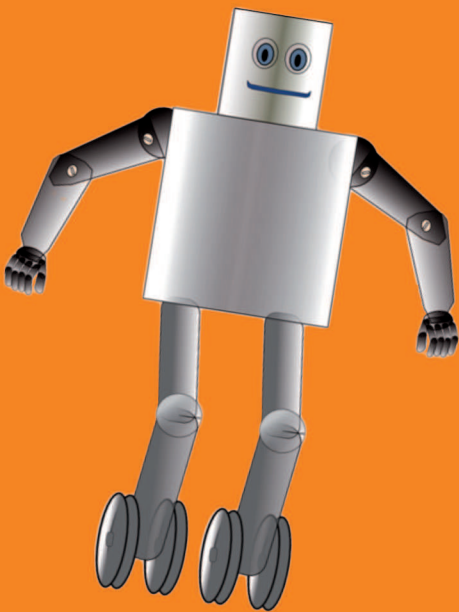


1



The innovative  
company

## 1.1. ESTABLISHING THE INNOVATIVE COMPANY

**Introduce yourself as Innovative Company**

What is your company name?

--

Course	Boys	Girls	Ages

**What are your objectives as a company?**

--

**How do you think the relations among the company members have to be?**

--

**Make a list of companies you all know and explain what you think they make. Draw their logos**

--

### The company members' records

Name:

My last year grades were:

My favourite hobbies are:

--	--	--	--	--

What I want to become as professional when older

This is how I think I am

--	--

What do you think your positive contribution will be in the innovative company?

What negative things do you think the innovative company will make you improving?

Name:

My last year grades were:

My favourite hobbies are:

--	--	--	--	--

What I want to become as professional when older

This is how I think I am

--	--

What do you think your positive contribution will be in the innovative company?

What negative things do you think the innovative company will make you improving?

Name:

My last year grades were:

My favourite hobbies are:

What I want to become as professional when older

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What do you think your positive contribution will be in the innovative company?

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Name:

My last year grades were:

My favourite hobbies are:

What I want to become as professional when older

This is how I think I am

What do you think your positive contribution will be in the innovative company?

What negative things do you think the innovative company will make you improving?

## 1.2. WE LOG IN OUR INNOVATIVE COMPANY IN OUR DIGITAL SPACE

Access to your digital space and make your company profile and your data. The digital platform will you give back some data to annotate. Don't forget them to Access in the future. This will be your company file.

### COMPANY FILE

The names of each user in the company are:

Name of member	User name

The company email address is:

Company email	Email password

Each company member's emails are:

Member's name	Member's email	Email password

URL addresses reserved for your company are:

URL address for your corporation blog	
URL address for your web site	

Remember that the password to operate in both blog and web site is the same than your company email's password

### **1.3. WE WORK OUR BRAND IMAGE**

The brand image, also known as corporation image, is the set of graphical elements that define an enterprise. In such a way, the set of logotypes, graphics and designs and most of all, the colours that a company is using, are those for people to be able to recognize the brand even just the logotype. This is a very important part for defining how you want to be recognized.

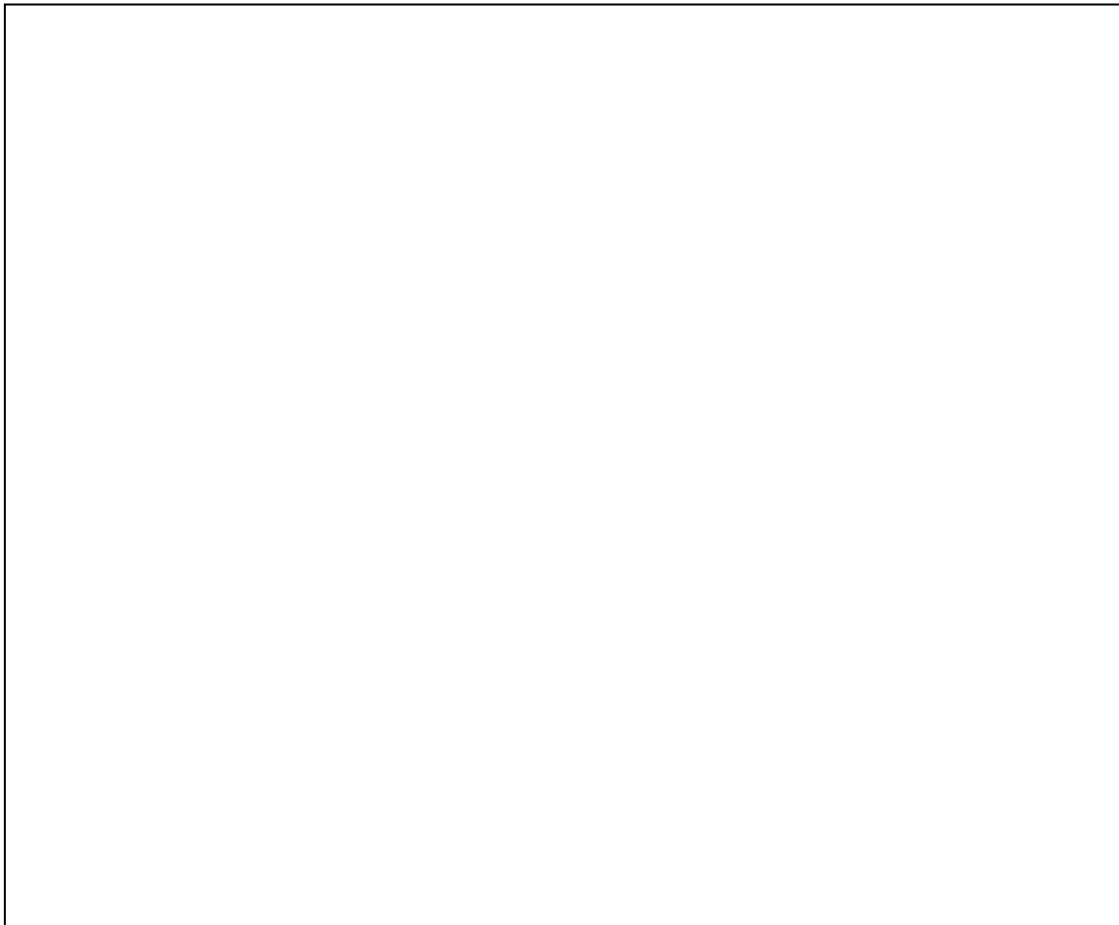
Before starting the design of your logotypes and choosing your preferred colours, do the Brand Image Workshop.

What have we learnt in the Brand Image Workshop? What idea does the workshop has given to us to begin designing our brand?



### **1.4. DESIGNING OUR LOGO**

Design and draw below a logotype for your organization. Select well the colours and above all, follow the advices that you have learnt in the Brand Image Workshop. What does the logo mean? What have you inspired in?



## 1.5. OUR RESPONSIBILITIES AND COMMITMENTS IN THE COMPANY

You've just established a company, but a last step is left. Now you have to sign a contract for linking formally to the company members. Each of you has to determine your responsibilities and commitment and sign them. Think that you will have to make written documentation, drawings by hand, drawing by a computer, taking innovative decisions, building your own innovation and control if each step you give is the correct. Choose the role that better fits to your skills and distribute the responsibilities.

### COMMITMENT CONTRACT

We, the undersigned, express our desire to be linked to form the company and indicate our agreement and tacit commitment to make decisions in the benefit of the enterprise.

Name	
Commitment	
Specialization area	
Signature and date	

Name	
Commitment	
Specialization area	
Signature and date	

Name	
Commitment	
Specialization area	
Signature and date	

Name	
Commitment	
Specialization area	
Signature and date	

Name	
Commitment	
Specialization area	
Signature and date	

Name	
Commitment	
Specialization area	
Signature and date	