

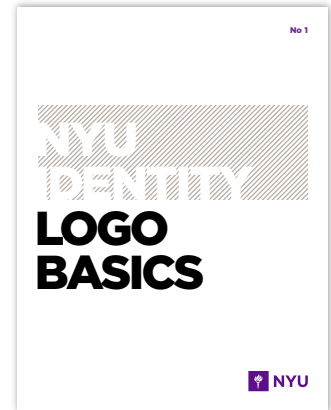
project::brand guide

Brand Introduction & Personality Component

Overview ::

For the final project of this course, you will be developing both a new brand *and* a brand identity guide for a fictional company. Usually, the client would supply some basic company information (their name, who they are, what personality they want to project), but for our purposes you will create from scratch the company, the company's brand, and a guide on how to use it. Previously developed logos or concepts from other classes may be used, but in the end, all artwork must be created by you. Consider this as a possible portfolio project.

While most of your grade is based on the technical execution of the required project components and thoroughness in detailing the guidelines, the logo, typeface and color selection should be thoughtfully done and appropriate to the type of company created. Some suggestions for company categories include: doctor/dental office, food/drink product, exercise studio, regional non-profit, town/county/region, common local business, or music concert or festival.



Components ::

The project is divided up into four major components, with one due about every week for the next six weeks, finishing with a final component due during Finals Week. Project sheets for each component will be handed out after the previous component is completed. By the end of the 4th component, you will have a complete Brand Guide. Components 02 and 04 are graded thoroughly based on a component rubric; Components 01 and 03 are graded on level of completion and timeliness.

COMPONENT		POINTS	DUE DATE
01	Introduction & Personality	20 points	Monday, 11.04.2024 (Week 06)
02	Logos	60 points	Monday, 11.18.2024 (Week 08)
03	Typography	20 points	Monday, 11.25.2024 (Week 09)
04	Colors & Final Printed Guide	100 points	<i>Project Critique:</i> Wednesday, 12.04.2024 (Week 10) <i>Final Version:</i> Wednesday, 12.11.2024 (Finals Week)

This project is worth 200 points and represents 27% of your final grade in this course.

Project Technical Requirements ::

All layout work must be completed in InDesign, with supporting graphics coming from either Illustrator or Photoshop. The only exception to this requirement is the first component, for which you will submit the required content online using Canvas.

Use InDesign best practices when creating this guide, including use of Paragraph and Character Styles, Parent Pages, correct page geometry, modular and columnar grids, and color swatches. For components 02 and 04 you will turn in a Packaged version of your InDesign file as well as a High-Quality Print PDF. Name them as follows, with the number being the same as the component number:

InDesign Package Folder: **lastname_firstname_brand01**

High-Quality PDF: **lastname_firstname_brand01.pdf**

01 Brand Identity & Personality Component ::

The first step of this project will be to set the parameters for your brand by developing a brand introduction and personality. You will be developing the first three pages of your guide: **Purpose**, **Vision Statement**, and **Essence/Character**. For this component you will submit your text to the assignment on Canvas.

There are several example brand guides on the class website—spend time reviewing them, both for their visuals and content. Within these example files there is a document called **Brand Guide Development.pdf** that is an excellent guide to the process of creating a brand. Review it and consider completing some of the exercises. Many of the example brand guides have more details about their brand, so should you wish to include more pages you are welcome to. These three pages, however, are the only ones required.

Component Pages ::

1

Purpose — This page will serve as an introduction to the document and describe its purpose, which is to instruct others on how to communicate the brand identity. The most important piece of information in this section is to mention that it is a brand guide, and that it details how to use the brand identity elements (what it is and how it works). Write the copy in a way that reflects your brand identity.

2

Brand Vision Statement — Different guides have different names for this, look for things like “our story” or “theme”. This section should give a broad overview of what the brand is about and what they stand for. In the Brand Guide Development PDF, this is the Vision Statement Section.

3

Brand Essence/Character — Use this page to give insight into your brand’s character. This is where you will identify the feeling/mood of your brand. What is your brand’s personality? “Exercise 3: Values” and “Exercise 5: Character” sections of the *Brand Guide Development* PDF will be of particular help with this component page.

See sample text for each of these sections on the next page of this handout.

Additional Tasks ::

While only your written work is required for this component, there are a number of other tasks you should begin at this point, including:

- Review the **example brand guides** and locate a few on your own on the Internet.
- Rough **thumbnail sketches** of logo ideas.
- Rough **sketches of the general layout** of your brand guide book, and make a **folding dummy** to test out your layout ideas.
- These types of documents are often read both in printed form and on-screen. Consider using **landscape orientation** (which works well in both print and on-screen), placing important information only the right side of the page (no spreads and crossover elements) or by crafting the design in a way that works both when saddle-stitched or when viewed as single pages.
- Create and setup the **InDesign document** for this project, including specifying the page geometry, number of pages, and layout framework.

Dates & Deliverables ::

For this component only, submit your written work to the *Project Intro & Personality* assignment on Canvas. No additional formatting is necessary—we will be integrating this work into the main guide at a later step.

This project component is due at the beginning of class on **Monday, November 4th, 2024** (Week 06).

Sample Text ::*Purpose Sample — BASF*

Whether you are a BASF employee involved in commissioning or developing promotional materials, or an external designer, creative agency, production house or printer, this document is intended to support your creative and production work for BASF.

Please note that it is a summary of the key design and layout rules that must be taken into consideration when producing marketing and corporate communications materials.

This document may be distributed to external suppliers, but it should not be viewed as a comprehensive information source or as a replacement for the full corporate design policy in the Brandweb.

For BASF employees who produce or order communications media, please note that you are finally responsible and accountable for ensuring that the full corporate design rules are met. External partners are provided with BASF logo master files and typefaces only for the fulfillment of contracts placed by BASF Aktiengesellschaft, or other companies in the BASF Group that operate under the BASF name and logo. Use by third parties is only permitted subject to the written authorization of BASF Aktiengesellschaft, and in accordance with the permitted rules.

Based on BASF's Brand Architecture some group companies, even though they do not appear with BASF's name and logo, must use a BASF Group endorsement together with the basic corporate design elements. To find out if this applies to the group company you are working for, please refer to the relevant Brand Champion (List available in the Brandweb).

Brand Vision Statement Sample — Boy Scouts of America

It was there when man first walked on the moon. And when a president struck a blow to an iron curtain with a single speech. It was there when Scouts across the country rallied to provide relief in the wake of Hurricane Katrina. For the past 100 years, it has been in the heart of every Scout who ever overcame one of life's challenges. It is the value of being prepared. The core of Scouting and a statement that inspires a lifetime of character and service. As we look to a new century of Scouting achievements, we light a new fire in the next generation of Scouts. We shall instill in them the honor and integrity that comes with being a Scout. We will build their character and ensure they are prepared for something more. We will prepare them for life.

*Brand Essence/Character — Redfern***BRAND ESSENCE**

Our brand essence is "Welcoming Spirit".

"Welcoming" means: *Receive gladly, Open to all, Approachable, Convenient, Embracing, Responsive, Respect for others,*

Accessible 'Spirit' means: *Boldness, Character, vigor, Courage, enthusiasm, guts, Energy, enterprise, Substance, will, heart, humor, Liveliness, motivation, zest, Resolve, sparkle, Spunk, warmth*

BRAND VALUES

- Vibrant
- Diverse
- Living culture
- Forward thinking

It should be noted that a brand essence and values are not intended to be market facing and should therefore never be used as promotional language. They are intended as a code by which the brand lives and breathes and enables it to be managed so that it delivers on its promise.