

Corporate Identity

In this semester-long project, you will be creating a corporate identity for a chosen client. The project will be broken into the four phases documented below.

Phase a: Brand Strategy

10%

OBJECTIVE

Establish the client's brand position, target audience, brand personality, core attributes, and customer touchpoints. This document will serve as a guide for all brand design decisions.

DELIVERABLE

Print out of provided InDesign file

Phase b: Brand Assets

30%

OBJECTIVE

Address the individual components that comprise a brand in order to express the core attributes.

COMPONENTS

| | | |
|--------------------|----------------------|------------------------|
| Logo(s) | Illustration | Materials |
| Color | Textures | Core Attributes |
| Typography | Patterns | |
| Photography | Tone of Voice | |

DELIVERABLES

On the wall of the classroom, high-quality, color accurate prints. There are no size requirements.

Phase c: Brand Execution

30%

OBJECTIVE

Use the brand assets together to design the various components of the brand.

COMPONENTS

- 1: Print Collateral:** *stationery suite, brochure, booklet, hang tags, labels, tickets, etc.*
- 2: Packaging Element:** *boxes, bottles, cases, etc.*
- 3: Digital Component:** *app, website, motion graphic*

DELIVERABLES

For the print collateral and packaging element, submit high-quality studio photographs or mock-ups. Turn in an appropriate file format for the digital component(s).

Phase d: Style Guide

20%

OBJECTIVE

Write and design an instruction manual for the use of the brand assets that you've created.

COMPONENTS

1: Introduction

Use content from your Brand Strategy document

2: Brand Assets

| | | |
|-------------|--------------|---------------|
| Logo | Typography | Patterns |
| Logo Use | Photography | Tone of Voice |
| Logo Misuse | Illustration | Materials |
| Color | Textures | |

3: Brand In Use

Show your deliverables and narrate how the assets are used to create the brand

DELIVERABLES

For printed style guides, take a photo in the studio and submit it along with a PDF of the document. For online style guides, submit a link.

Saving Your Files

At the end of the semester, you will turn in all of your files. Use the naming conventions demonstrated below. Submit as many photos as needed to clearly show your work.

