ART 129 | 2 | Style Guide

ASSIGNMENT

In this assignment, you will writing and designing a style guide for your client to articulate its brand. The style guide can be in hard-copy or digital format.

This should include the following sections:

- **Introduction**
- **Strategy**
  - *positioning statement*
  - *audience*
  - *brand personality*
  - *core attributes*
- **Brand Assets**
  - *logo*
  - *logo usage*
  - *color*
  - *typography*
  - *graphics*
  - *textures/patterns*
  - *imagery*
  - *tone of voice*
- **Brand Execution**
  - *print collateral*
  - *packaging design*
  - *digital application*

OBJECTIVES

- to reflect upon the brand you've created and articulate its attributes
- to practice writing within a business environment
- to create a portfolio piece that will provide evidence of your branding abilities
- to refine print and typographic abilities by designing a multi-page document
- to experiment with technical processes outside the contemporary digital medium and explore the unconventional
- to practice print production techniques and binding

FINAL DELIVERABLES

On the project due date, turn in the following:

- **PDF of Style Guide**
  spreads, no crop marks, no bleed
  Name your files: YourName_StyleGuide.pdf

(OR)

- **Digital Version**
  Delivery your files in a format appropriate for the application

GRADING

The completed Identity is worth 20% of your grade.

See the project rubric for grading details.

You must turn in your final project on time as well as hit all the project milestones. If your final project is late, you will be docked one letter grade. For each additional week late, you will be docked an additional letter grade.