## Final Assignments: Logo and Branding Application

### 1. FINAL COMPS AND PRESENTATION

**Comps:** Based on feedback received in class, as well as your own critical analysis, make final refinements to your logo, color palette, typography, poster and branded item.

- The logo will include 3 formats: full color, black (no grayscale), and white reversed out of black.

- For your color palette, label each color with 3 specs: Pantone, CMYK and RGB.

- For both the color palette and typography, you must include a brief paragraph describing how they connote the appropriate characteristics of your brand.

- For the branded item, if you used a non-copyright-free image, you must include a credit line on the final comp (for example, *Image courtesy of XYZ Company*.)

**Presentation:** Prepare to give a 3-minute presentation of your work as follows: 1) Briefly recap your concepts and rationale; 2) Discuss final revisions and improvements; 3) Describe your biggest challenge; and 4) Tell us what you enjoyed most about this project.

- **Deliverables and Specifications:** Refer to the example for the presentation layout and specs. Additionally, all files must be delivered as PDFs, which you must upload to the server during class or email to me directly by the date and time listed above. Downsample your PDFs to below 5MB.

- **Grading:** 165 total points, based on accurate completion as well as a demonstrated understanding of: the principles of visual organization, information hierarchy, typography and the use of meaningful images; making conceptual and design decisions appropriate for the brand; and the ability to analyze, evaluate and improve upon designs.

  Points are as follows: Logo (40), color palette and typography (20), poster (50), branded item (20), craft (15) and oral presenation (20).

### 2. FINAL DESIGN BRIEF

Complete the Final Design Brief. Note that it is an abbreviated version of the original brief.

- **Deliverables:** Printout, plus a PDF file, which you must upload to the server during class or email to me directly by the date and time listed above.

- **Grading**: 20 points, based on accurate completion, minimal grammatical errors and demonstration of critical thinking skills.
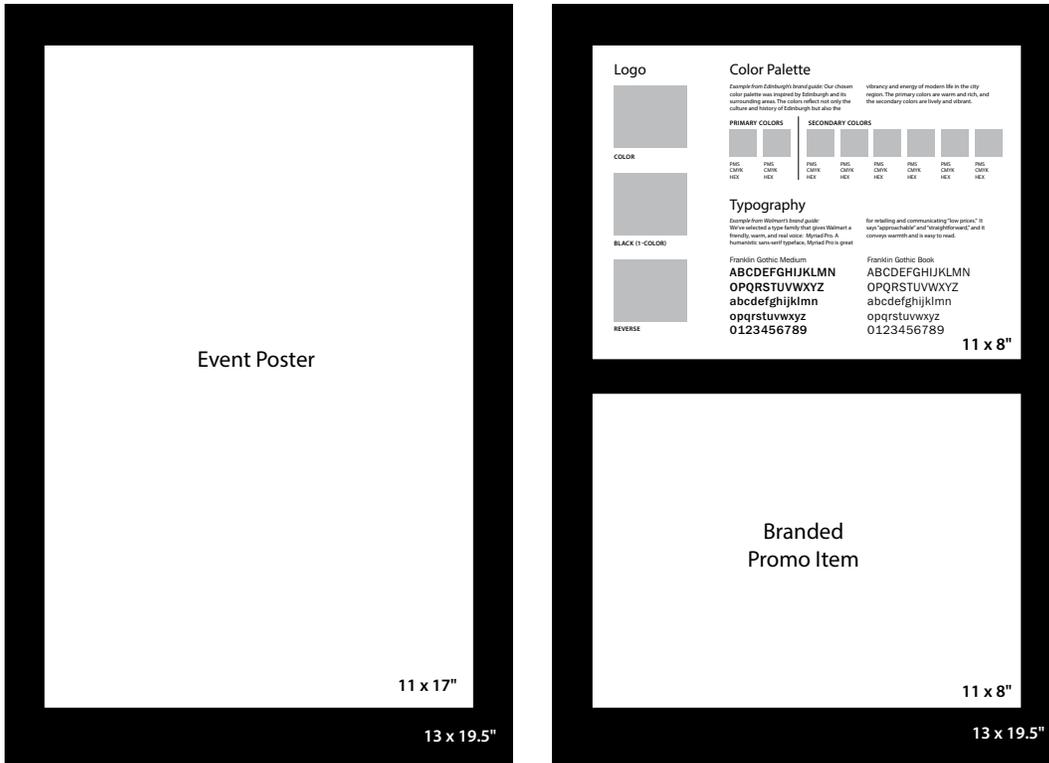
### 3. BIBLIOGRAPHY

Type up your bibliography in InDesign, including URLs and screen shots as appropriate.

- **Deliverables:** Printout, plus a PDF file, which you must upload to the server during class or email to me directly by the date and time listed above. Downsample your PDFs to below 5MB.

- **Grading:** 15 points, based on accurate completion and evidence of a basic understanding of copyright law.

*As a reminder, late work will not be accepted.*

## Logo and Branding Application
Example of Final Presentation Items

Event Poster

11 x 17"

13 x 19.5"

Logo

COLOR

BLACK (1-COLOR)

REVERSE

Color Palette

*Example from Edinburgh's brand guide:* Our chosen color palette was inspired by Edinburgh and its surrounding areas. The colors reflect not only the culture and history of Edinburgh but also the

vibrancy and energy of modern life in the city region. The primary colors are warm and rich, and the secondary colors are lively and vibrant.

PRIMARY COLORS        SECONDARY COLORS

PMS    PMS        PMS    PMS    PMS    PMS    PMS    PMS
CMYK   CMYK       CMYK   CMYK   CMYK   CMYK   CMYK   CMYK
HEX    HEX        HEX    HEX    HEX    HEX    HEX    HEX

### Typography
*Example from Walmart's brand guide:* We've selected a type family that gives Walmart a friendly, warm, and real voice: Myriad Pro. A humanistic sans-serif typeface, Myriad Pro is great

for retailing and communicating "low prices." It says "approachable" and "straightforward," and it conveys warmth and is easy to read.

Franklin Gothic Medium
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Franklin Gothic Book
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

11 x 8"

Branded
Promo Item

11 x 8"

13 x 19.5"

**Specifications:**

- The poster must be printed in color, trimmed to 11 x 17" and mounted onto a 13 x 19.5" black matboard.

- The logo, color palette and typography must be printed in color, trimmed to **11 x 8"** and mounted at the top of another 13 x 19.5" black matboard.

- The branded promotional item must be printed in color, trimmed to **11 x 8"** and mounted below the logo/color/type sheet on the 13 x 19.5" black matboard.

## Final Design Brief: Logo and Branding Application

1. COMPANY NAME

2. EVENT NAME

3. MISSION / VISION
Restate the company's mission or vision:

4. KEY MESSAGE
What was the most important message you intended to convey to your audience?

5. BRAND ESSENCE
What are the 3 key concepts you identified for this brand?

6. STAKEHOLDERS
Did you address the wants and needs of the stakeholders listed in your original brief?
(Some people may be fictitious, so use your imagination to answer this question.)

How did you handle any differences in your final design decisions?

7.AUDIENCE
How did you address the expectations, desires and primary concerns of your audience?

8. POSITIONING
What differentiates the company from its competitors?

9. COMPANY LOGO
Briefly describe the concept, rationale and execution of the logo design (concept = idea for how the key messages will be communicated; rationale = why this concept works; execution = how the design solution supports the concept):

10. EVENT POSTER
Briefly describe the concept, rationale and execution:

What makes the poster composition engaging?

11. BRANDED PROMO ITEM
Briefly describe the concept, rationale and execution:

12. COLOR PALETTE
Describe the rationale for the primary and secondary palettes (this is the same info you will include on the layout).

13. TYPOGRAPHY
Describe the rationale for the brand typography (this is the same info you will include on the layout).

## Bibliography: Logo and Branding Application

INSTRUCTIONS

**Poster:** Provide documentation on the imagery used in your poster by listing the URL or other sources from which you found or purchased it. This includes images that you used directly, modified and/or used heavily as a reference to create your own (take a screenshot in Adobe Bridge if you have several references). It should be clear from your documentation that you have the right to use the imagery for non-commercial work.

**Logo:** If applicable, provide documentation for your logo as well.
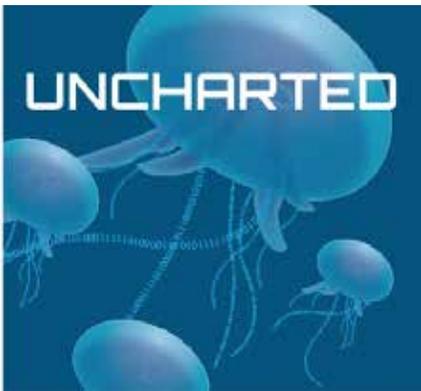
**Branded Item:** For the branded item, you are permitted to use a non-copyright-free image for the item on which you will imprint your brand. You must include a statement on the final comp to the effect of: "Image courtesy of XYZ Company."

When in doubt about copyright law, you should contact the author to get permission, or purchase the rights to the image.

If you created your own images without a reference, or using common, you must state that in order to receive credit.

EXAMPLE

**Final Use**                                          **Reference**

http://depositphotos.com/3685562/stock-illustration-Jellyfish.html

In this example, the designer used an image as a reference (he did not purchase the image); he included a screen shot and the URL in the bibliography.