

CORPORATE IDENTITY 129

KAPIOLANI COMMUNITY COLLEGE, UH

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10:30–10:45am & 1:15–1:45pm & 4:15-5pm

COURSE PROJECT BRAND IDENTITY SYSTEM

ASSIGNMENT BRIEF

To Develop an Identity for your choice of a Brand you develop considering the 3 collateral items you purchase. You will be responsible for the development of a Logo Signature, Stationery Package (Letterhead, Business Card [front & back], Envelope [front & back], Static Website Splash and Static Homepage [design only], 3 Collateral Items, an Ad, and the Client Documentation.

Client Documentation includes:

A Creative Brief and Style Guide & Usage Guidelines to include a 5-step color palette, Font Specification.

must be submitted with the project. *To gain a better understanding of the scope of the project, please see [Student Examples](#).*

THE CONCEPTUAL OBJECTIVES

To create an identity system for a company which is reflective of its brand.

To be able to articulate the identity of the company by writing a creative brief and description of logo, concept, typography choices and color usage.

To be able to articulate the identity of a company and your executed concept through professional oral presentation.

To Design a logo and cohesive design a stationery package, collateral item, and website on the identity of the company.

To be able to work in levels of abstraction and experiment with reduction and similarity as a package unifying factors.

To analyze, experiment and determine what levels of repetition are necessary to create a unified yet diversified piece that has enough variation while maintaining consistency.

To be able to create an effective and meaningful Color palette which is representative of nature and “persona” the company.

To be able to develop and organize content for an Ad promoting the 3 collateral items in an interesting designedly layout that is consistent with the company's identity.

THE TECHNICAL OBJECTIVES

To practice sketching ideas rapidly and in large quantity.

To develop and refine a logo to a professional level by refining the shapes by precise one's usage of pen tool or other technical and hand tools as necessary.

To experiment with technical processes outside the contemporary digital medium and explore the unconventional.

To cleanly execute all pieces of collateral package (Logo, Stationery, Website, Ad and Collateral Items).

To continue to learn the InDesign to produce print pieces.

Learn file print preparation for offset printing.

Learn about the 4-color process and pantone printing process.

To cleanly and properly print and mock work.

To organize and turn in all files in a format that is organized, easy to navigate and update/edit.

(Course Project Continued)

PROCESS OVERVIEW

Initial Briefing & Defining the Problem. Taking Notes and Documenting your understanding of the project.

Clarifying Questions. Any questions you neglected to ask initially or that have resulted after project contemplation.

Research & Planning Stage/Write Brainstormed Ideas. Look at examples and layout for inspiration. Take notes of what attracts you, look at strong examples.

Sketches. As necessary for various project phases.

Digitally Drafting. As necessary for various project phases.

Digital Refinement. As necessary for various project phases.

Print and Mocking. For all project phases upon completion.

Presentation. There will be a group critique at the end of the class on the due date and turn-in of files.

TECHNICAL SPECIFICATIONS

Set up each piece of collateral as a separate document.

Color Set-Up: Print Items – CMYK; Website: RGB

Standard Sizes [unless experimental]: Logo 1.5" and 4", Letterhead - 8.5"x11"; Business Card - 2"x3.5"; Envelope Face (when closed) – 4.125" x 9.5; HTML Website - 800x600 or 1024x768 pixels, Collateral Labeling—open to personal choice based on product; Advertisement - open to personal choice.

Presentation. Experiment with different specialty paper and materials to enhance design and relate to brand.

Color: 5-Step Color Palette. Not all colors need to be used on all items, but color palette should be determined for future use on other collateral if more colors are needed. Note values in Pantone, CMYK and RGB.

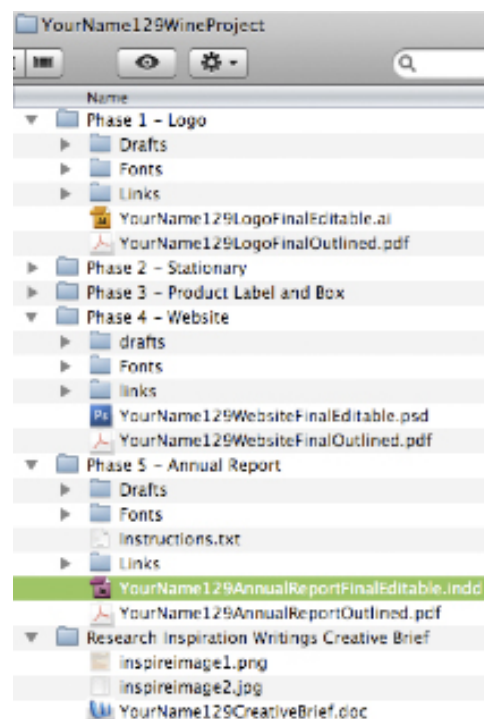
Media: Illustrator, Photoshop, InDesign, MsWord (Ad must be executed in InDesign)

REQUIRED CONTENT PROJECT COPY

You will be required to research and develop all content for phases of the project with approval of instructor.

TURN IN FORMAT

- 1) Your Final Printed/Mocked Work—No mounting necessary
- 2) Printed & Digital *Client Documentation*
- 3) Turn in all Digital components of your assignment in a clasp/manila envelope and Burned to a CD which is clearly labeled with YOUR NAME, COURSE TITLE, and PROJECT NUMBER. (See Visual)
 - Organized by Phase Folders
 - Final Native Files with Packaged Components within
 - Final Exported PDF within



(Course Project Continued)

PROJECT EVALUATION

You will have interim due dates for the phases of the project which are turned in via *Laulima Assignments* and which will be evaluated in terms of process within *Laulima Gradebook*. Immediate verbal feedback will be given at the critiques. You may continue to refine your components as necessary until the final project is due. Please see *Laulima Gradebook* for more details on all the components/phases that will be evaluated for the project in this course.

SCHEDULE AND DUE DATES

www2.hawaii.edu/~ailed/129

*ALL Assignments are due via **Laulima Assignments** feature, PRIOR to the start of class on due date.*
