

CORPORATE IDENTITY 129
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COURSE PROJECT WINERY IDENTITY SYSTEM

ASSIGNMENT BRIEF

To Develop an Identity for your choice of a Winery Brand. 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], Collateral Items: Wine Bottle with Box Container, and Annual Report and Spreads.

Additional Identity documentation: A Creative Brief to include a 5-step color palette, Font Specification, Usage Guidelines and Conceptual Brief must be submitted with the project.

Choice from *Winery Brand Descriptions*.

To gain a better understanding 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 organize given content for an annual report 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 (Stationery, Website, Annual Report and Collateral Item).

To learn the InDesign software to create multi-page documents, produce consistent design formatting using Paragraph Style Sheets and establish the use of consistent grid with varied design layout within that grid using Master Pages.

Learn file print preparation for offset printing

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

To cleanly and properly print, mount 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, Wine Label and Box - open to personal choice; Annual Report - open to personal choice.

Presentation. Experiment with different specialty paper.

Color: 5-Step Color Palette. Not all color need to be used on all items, but color palette should be determined for future use on other collateral.

Media: Illustrator, Photoshop, InDesign, MsWord (Annual Report must be executed in InDesign - no excuses!!!)

REQUIRED CONTENT PROJECT COPY

Please see content document for each phase: *Stationery*, *Collateral*, *Website*, and *Annual Report* Content

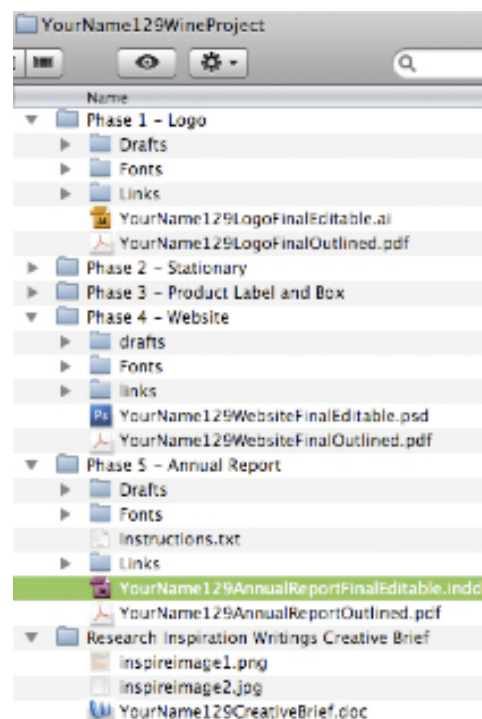
TURN IN FORMAT

1) Your Final Printed/Mocked Work

2) Printed *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

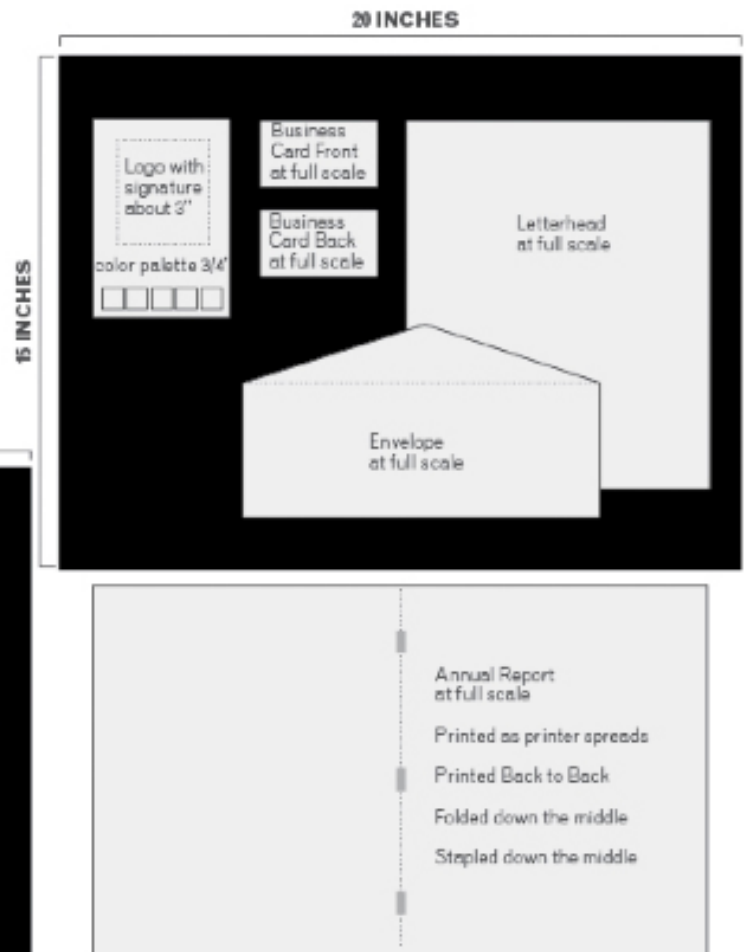
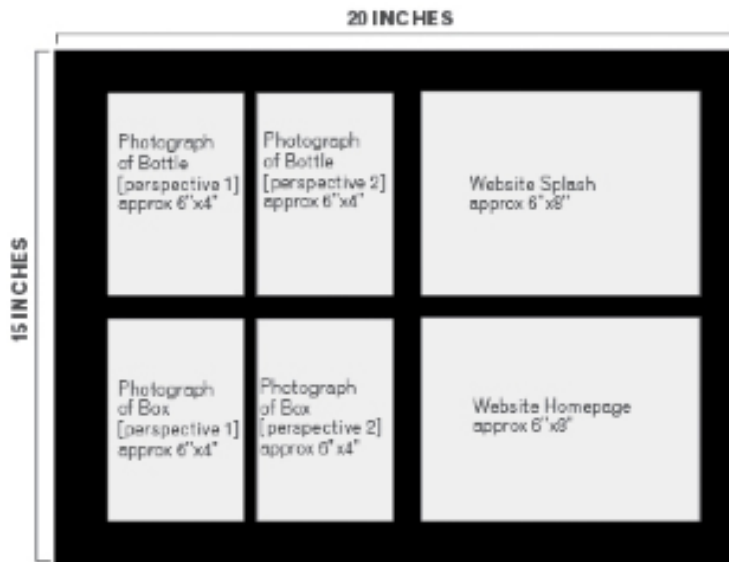


(Course Project Continued)

MOUNTING & MOCKING

THESE VISUAL EXAMPLES ARE ONLY GUIDELINES

- Use **BLACK Matt Board Only** (No foam core, No poster board).
- Mount to make an interesting composition.
- Mount in such a way where you can see the essential parts of both sides of the collateral (if designed).
- Experiment with specialty paper
- Or Double Mount white and translucent surfaces so the black board doesn't show through, or use thicker paper.
- Make sure to use at least 1" borders on all sides.
- Print printer spreads back-to-back on large piece of paper, fold all pages in correct order and staple down the middle.



SCHEDULE AND DUE DATES

www2.hawaii.edu/~ailed/129

PROJECT EVALUATION

You will have interim due dates for the phases of the project. Immediate verbal feedback will be given at the critique, a rough grade based on quality and progress can be assigned immediately after at your request, but no official grade sheet will be distributed. You may continue to refine your package as necessary until the final project is due, but your interim grade will be recorded and considered in your final evaluation. Please see course project [Gradesheet](#) for more details.