Assignment 1
Identity

"A brand is a person's gut feeling about a product, service or organization."

-Marty Neumeier, "The Brand Gap"

Choose an actual business, institution, artist or artistic group, service, etc, (here in Cleveland) in need of an identity or an identity "make-over". Start a design brief on them.

Interview a main person with the organization or the person you are creating the identity for. Set up a meeting with them to go over the design brief. Complete the brief with them (you may want to send a blank to them before the meeting).

Do this as early as possible in the process of designing the visual components of the identity.

Step 1:
Complete a Design Brief. Present a visual analysis of the company, the target market or user profile, their competition, and their USP (Unique Selling Proposition or Niche). Use PDF. This may include initial type choices and color choices

Step 2:
Prepare initial visual ideas and collect as much visual information as possible. Create an Inspiration Board. Choose your online publisher, and download their template. Begin an "Experience Brainstorm"

Step 3:
Determine what you are going to recommend for your experience. Also, choose the visual components you will be creating and attempt 3 iterations around a central idea. Begin to lay out book.

Step 4:
Present 3 full ideas and determine final direction after this presentation.

Step 5:
Final Presentation. Have
Boards of Collateral and Identity (including inspiration board),
Digital presentation,
Findings book,
and any other collateral you feel necessary. In this, make sure the logo(type) is applied in common Identity materials that are appropriate for your client.

Possible Components for Visual Identity

Logo, Logo Type

Typefaces

Color Pallet(s)

Stationary (incl Letterhead, Envelope
          Business Card)

Announcement Card

Home Page for Web Site

Social Media Presence

Signage

Lettering on Trucks or Vans

Extra Collateral (T-shirts, etc)

Resources

liquid agency

underconsideration/brandnew

myfonts.com

color.adobe.com

blurb.com

magcloud.com

picture.com

lulu.com