

## **Corporate Identity and Communication [Armato] Self-Promotional Identity System**

You will design a trademark to brand your work as a designer. In addition to the mark itself, you will expand it into an identity system by designing secondary elements, developing a time-based variant (a sound element and/or and animated avatar), and assembling a full graphics standards manual that outlines the physical specifications and rules for the use of the system in print and screen-based media.

You may decide whether the mark applies to you as a freelancer, or to a fictional design firm that you have started.

Techniques for creating basic animations will be presented in class week 10.

### **Final deliverables**

(These will be color prints as necessary, on appropriate paper; in folder or binder, not mounted)

- 1) Position Statement (abbreviated design brief)
- 2) Graphic Standards Manual
  - Color and typographic specifications
  - Secondary identity elements
  - Usage rules
  - Additional page describing the animated mark in words and pictures (sequence of stills)
- 3) Animation file on Drop Off Drive (.SWF, .GIF, or .MOV)
- 4) Identity system
  - Letterhead (blank & with sample letter)
  - Envelope (blank & with sample address)
  - Business Card (with sample info)
  - Web page Mock-up (optional)
- 5) Evolution of the Mark: two-page documentation of process and brandmark development

### **Tips**

- Keep it simple.
- Design in black-and-white first.
- Take it to the next level! Make it more than your first impression.
- Allow the concept to develop through successive iterations.

### **DUE:**

#### **Tuesday, Week 10**

- ~300 word Position Statement
- Initial mark design

#### **Thursday, Week 10**

- Identity System draft
- Mark revisions (as necessary)

#### **Thursday, Week 11**

- FINAL Standards Manual (see *Final Deliverables* above)