

**Corporate Identity and Communication [Armato]**  
**Self-Promotional Identity System**  
**\*\*\*REVISED DELIVERABLES\*\*\***

cover • display the mark large and uncluttered

p 1 • position statement 150–300 words

p 2 • the trademark

- physical description and general rules of use
- large-scale with clearances
- smallest acceptable size

p 3 • the color palette

- the mark displayed in acceptable color combinations
- list of pantone colors
- process equivalents
- hex equivalents (RGB for Web)

p 4 • the fonts

- typeface used in the logotype
- accompanying typefaces for taglines, letterhead, etc.

p 5 • secondary elements and their usage

p 6 • unacceptable usage examples

pp 7-8 • collateral system: **(does not need to be mocked-up)**

- letterhead **(with sample text—no blank version)**
- envelope **(with sample text—no blank version)**
- business card **(with sample text—no blank version)**

pp 9-10 • two-page spread of process and evolution of the logo design

p 11 • option a: web page mock-up Photo-shopped into a browser window

p 11 • option b: **storyboards for** animated logo created with Flash or Photoshop  
also put the animation file on Drop Off Drive (.SWF, .GIF, or .MOV)