

GD 3411 Corporate Identity

HW02 • Brandmark Re-design *The New Mark* • Part 3

Delivery Requirements

Compile the following in a single PDF file. We will view them on-screen as spreads.

Brand Mark Presentation

- page 1) should show the original mark in full color
- page 2) should show your redesigned mark in full color *and* have a paragraph or two describing your objectives
- page 3) should contain the 4-color, 1-color, and spot color versions of your mark
- page 4) color swatches, font and other typographic specifications as necessary (see examples in class)

Evolution of the Mark (pages 5 & 6)

- also prepare a process board that illustrates the development of your logo: this can be a collage of sketches, copies, swatches and cut-outs, or it can be a page of scanned images
- you may want to add text explanations to key images
- DESIGN IT! This should be more thoughtful than just a random smattering of images or a simple photocopy of two pages out of your sketchbook

DUE Thursday (4/30)

- a file titled *yourlastnameHW02-3.pdf* must be on the Drop Off drive by the beginning of class (5:00 pm sharp)