

Brand Identity

NAME: _____

Assignment:

Students will work in groups of two and develop brand Identity materials for a company. One Required material will be a business Logo. Students will develop a booklet that includes the following:

1. Logo Specifics
2. Typeface Details / Typography in Use
3. Color Specifications
4. Logo Styles (lock-ups)
5. Logo Best Practices

*This will be due Thursday, March 3rd

Grading Rubric

(50 Points Total)

Categories	Category description / points	Points
Logo (simple)	Simple logos are recognized faster than complex ones. Strong lines and letters show up better than thin ones, and clean, simple logos reduce and enlarge much better than complicated ones. 5 Points	
Logo (Memorable)	Make sure your logo is artistically balanced. No one part should overpower the rest. Good logos feature something unexpected or unique without being overdrawn. 5 Points	
Logo (Timeless)	Avoid things that seem to be “in” at the current time. Fads seem to come and go faster and faster. Be sure your logo is not formed around a fad that will soon be a thing of the past. 5 Points	
Logo (Versatile)	Your logo should work well in black and white (one-color printing) Your logo should also be scalable 5 Points	
Logo (Appropriate)	Your logo should reflect your company in a unique and honest way. If your logo contains a symbol it should relate to your industry, your name, a defining characteristic of your company or a competitive advantage you offer. 5 Points	

<p>Book (logo Specifics)</p>	<p>Indicate any logo specifics including Clear Space (White Space) and or Logo Construction. 5 Points</p>	
<p>Book (Typeface Details/ Typography in Use)</p>	<p>List any typeface families used. Also indicate When to use each typeface. (optional) Indicate Typography in use using the logo as reference. 5 Points</p>	
<p>Book (Color Specifics)</p>	<p>Indicate color specifics used in the logo. Have color swatches made that include Process (CMYK), Screen (RGB), Web (HTML #). Also indicate on the logo where each of these colors appears. 5 Points</p>	
<p>Book (Logo Styles)</p>	<p>You logo needs to have versatility. Indicate this using the logo styles page with included examples of each. Primary Full tone Color, Primary Full Flat Color (leave out shading), Full Tone Greyscale, Solid Black, (optional) Social Media Icons. 5 Points</p>	
<p>Book (Logo Best Practices)</p>	<p>Indicate things that may not be done to the logo to ensure the brand is not the victim of aesthetic vandalism. Include items such as DO NOT: resize or change position of the logomark, use any other font, adjust proportions, or change the colors of the logos. (Be sure to give Examples of each type of miss-use.) 5 Points</p>	
<p>Total Score</p>		

Promotional Items - Grading Rubric

Each group will also need to develop 3 additional Items to assist in the Brand/ Identity. These could include any of the following : stationery, marketing collateral, packaging, signage, messaging, and digital projects, among others.

*These items should reflect your Brand Identity and abide by your Logo & Brand Identity Guidelines.

(15 Points Total)

Categories	Category description / points	Points
Item 1	<hr/> <hr/> <hr/> <hr/> <p style="text-align: center;">5 Points</p>	
Item 2	<hr/> <hr/> <hr/> <hr/> <p style="text-align: center;">5 Points</p>	
Item 3	<hr/> <hr/> <hr/> <hr/> <p style="text-align: center;">5 Points</p>	