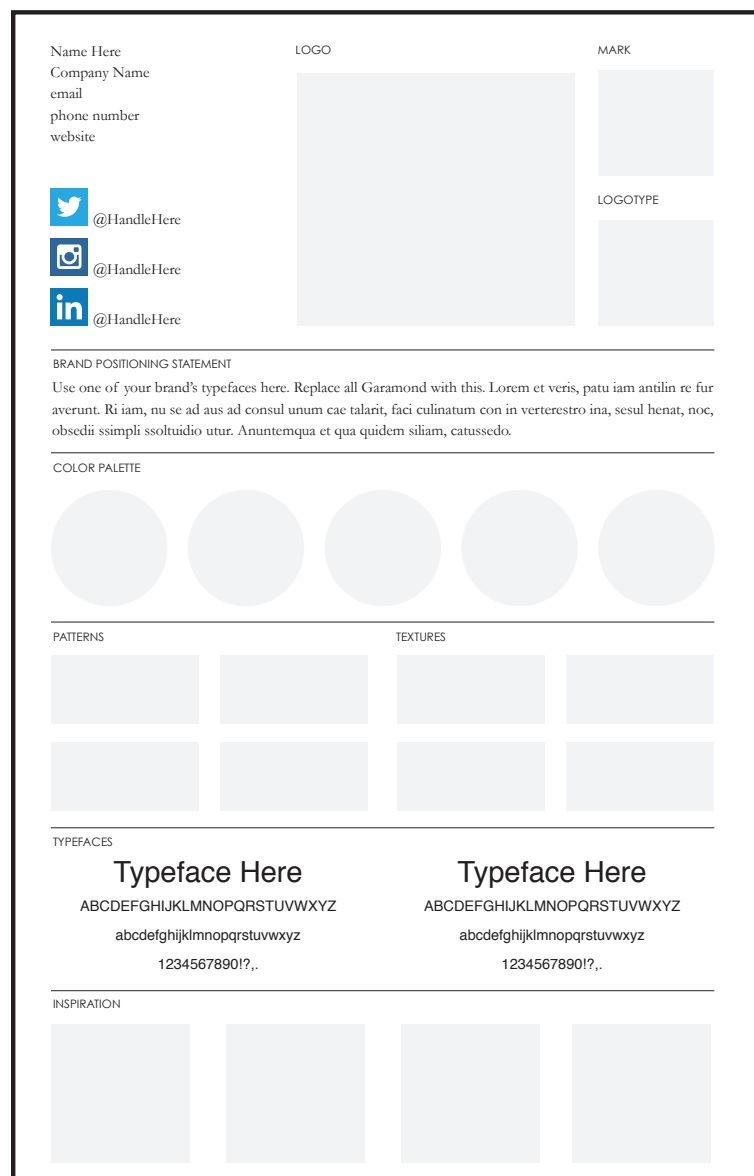
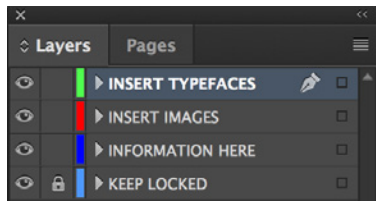


brand board

objectives Your Brand Board is like your Idea Board grew up under the tutelage of your Visual Guidelines. You will fill in a given template this time. See links online for further explanation of a brand board's purpose, both for you as its creator and keeper of *your* brand and as an example to use in future situation where others will inherit a brand you helped to create.

problem Download BrandBoard_4423.zip and decompress to InDesign file. Fill in all areas. Adjust anything that you may need to in order to create your best brand board. The file is built in layers. Name the file **Your Last Name_BrandBoard_Fall17** (I will need the PDF only).

looking ahead Research social media handles available that relate to the name of your brand, which should relate to your web page. The ideal handle will be the same username for all of the three social media platforms (Twitter, LinkedIn, and Instagram), so do what you can to find these.



expectations

You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Grammar and spelling are correct.
 - > **Misspelling = F**
- Materials support brand positioning statement.
- Materials support visual guidelines.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.

schedule **Fri Oct 13th, 3pm: Begin Brand Board.**

Midway critiques possible

what is due

DUE Wed Nov 1st, 3pm:

- **Printed Brand Board and PDF file.**
- 1 hard*/soft** copy for Cover Letter
- 1 hard*/soft** copy for Resumé
 - *Hard copy: Color on white paper with a paper sample. No mounting necessary.
 - **Soft copy: PDF. Open it on another computer. Is it the same? Check it!
- Packaged InDesign file of each (named YOUR LAST NAME_Resume and YOUR LAST NAME_CoverLetter, including PDF, Links, and Fonts.)