

brand book & BRANDED 2017

Remember to think BIG. Think long-term. At every point in a campaign, everything must look both back to its foundation (brand positioning) but also forward in order to evolve within the consistency of a brand. You must meet deadlines in a linear manner, but you can adapt, move, change the details...make things perfect before everything goes out. You should be obsessing about this. You should not be able to get your mind off of the end goal. Constantly observe, absorb, question, imitate and originate. Your mind should not rest and your sketchbook/job hunt journal should be the witness. **SEE - I TOLD YOU!**

objectives The deadline is here. Everything you have created should go together into one full book of your brand. Please see specifics and reasons for such. Remember that all pieces must have correct spelling or you will fail this aspect of the project. This is technically a Second Try (sometimes Third Try) for everything you have handed in thus far. Make any changes you would like to make each of these pieces perfect!

In addition to the brand book, you will need to show all pieces at the BRANDED 2017 show. This is scheduled for Friday, December 8th from 6:30 (show up at 6) - 8:30 (clean up and out by 9) pm in the Spring River Room of the Union. There will be reliable wifi, parking, and tables.

**brand book
overview**

All files must be placed into a multi-page, bound document. Be sure your book follows or complements your existing visual identity. Please see Project Sheets on nikkiarnell.net if you do not recall any of the following projects. The best brand books provide an explanation of all piece like the Visual Guidelines contain. However, do not quote anything like it was an assignment. Also consider your writing skills, understanding that poor grammar or a misspelling will give you an F that cannot be recovered.

specs You must use InDesign to do this. I do not want anything physically cut out or to size if larger than letter-sized. **Produce the hard copy in the most professional way possible that falls within your brand.** You will turn in 1 printed bound booklet for a grade (you may keep the book once I've graded) and 1 PDF. You will upload a PDF file for the Brand Book (YOUR LAST NAME_BrandBook.PDF) and one for the finalized Job Search Journal (YOUR LAST NAME_JobSearchJournal_FIN.PDF) to the provided Google Docs link.

required contents

UPDATE ANY OF THE FOLLOWING!!!!

- > *Title page with your company's logo and your information. Design it!*
- > Brand Positioning Statement, Tone, and any other information about your brand
- > Brand Board
- > Visual Guidelines as approved , which has (at least):
 - > Logo (color, large; color, small; greyscale, large; greyscale, small)
 - > Visual Identity, including letterhead flat art with guidelines
 - envelope flat art with guidelines
 - business card flat art
 - letterhead, envelope, business card mockup fit well to page
- > Budget (include BUDGET1: budgets for both your collateral to be printed and BUDGET 2: Self-Promo production costs and mailing estimates)
- > Cover Letter (*separate from letterhead, even if this is shown on your visual identity*)
- > Resumé

(see next page)

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- required contents (cont.)
- > Also show a short follow-up thank you letter to an interview (or some other short letter) in an e-mail using a signature template. Use this if you do not already have this: <https://www.hubspot.com/email-signature-generator>
*Also send this email to narnell@astate.edu due by **Fri, Dec 1, 3pm.***
 - > Promotional mockups using your logo. In the past, I have had students place their logo on a mug, hat, bag, shirt, bumper sticker, portfolio tag, and web banner. Find free PSD mockup files and make your logo come alive on at least 4 pieces that make sense per your brand and job.
 - > (picture(s) of) Self-Promotional Piece(s) >>
include all tiers and clearly explain what these are
 - > Website (picture of **all pages**, website live)
Sitemap/wireframe optional, though highly encouraged
Include actual URL (or at least www....)
 - > All social media profiles, handles, and information
 - > Social Media Plan (calendar)
 - > Hootsuite/Later plans and screen shots of posts and a verbal explanation so that readers know what/why they're reading
 - > Anything else you have done to the level of final art
-

branded 2017 presentation See images of previous shows. You will have a whole table to yourself.
Do everything you can to have it be an inviting table that professionally speaks your brand.

what is due The following is a **minimum**:

- > Laptop (Mac or PC) or tablet (iPad) showing your live website and social media posts
Please see me asap if you need to acquire this.
- > *At least* 50 business cards to pass out
- > Brand Book printed and bound
- > Job Hunt Journal printed and bound
- > Cover Letter printed on correct paper
- > Resumé (*at least* 20 copies - more if possible) printed on correct paper
- > Self-promo piece(s) - *at least* one (or one of each tier), perfect craft!!!
- > Anything else you think will work!

evaluation You will be graded on the following:

- Directions were followed accurately. This includes correct presentation directions.
- All materials support brand positioning statement.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation. Is everything perfectly clean?
- *Do "Your Brand" and "Job Search Journal" each read as contained, organized individual book?*

Please note there is no time for a Second Try.

After all, the contents of these pieces are a Second (sometimes Third) Try.

schedule PDF **DUE Mon Dec 4th, 3pm** Upload to: <https://drive.google.com/drive/folders/15RwqvZR C70HRhqT9uigJimAbcp6ZuQ-h?usp=sharing>

Final bound Brand Book **DUE at Branded 2017 show, Friday, Dec 8th**