

**FINAL PROJECT**

# brand book

[OVERVIEW](#)

[RUBRIC](#)

[WARNING!](#)

[REQUIREMENTS](#)

[FINAL FILE](#)

[SCHEDULE](#)

## BRAND

**“It’s not what YOU say it is. It’s what THEY say it is.”**

Marty Neumeier, *The Brand Gap*

**This is where we begin.** A brand is not (just) your logo, nor is it (just) your visual identity. A brand is at the core of all of these things – and all of these things together form and reinforce **the perception (= brand)** for a business or product.

The Bottom Line is that if there is one primary reason to strategically engineer your brand’s persona/personality inside and out, it is to crystallize the flavor of customer experience you deliver. This process should influence your strategy for every point of contact from the tone of marketing communications to the brand’s visual style and design to how you dress when you show up in one of your Instagram shots (or get tagged in another company’s shot). **Your brand is the experience customers have when doing business with your company.**<sup>1</sup>

**From the very first project (above), you have now reached the final culmination of everything you have completed in this class.** In other words, your brand should be fully formed and it’s time to show it!

Everything you have created should go together into one full book (interactive PDF) of your brand. This book should be a professional explanation of a real brand, including everything from how to use one’s visual identity to the tone one uses when creating content for social media.

This is technically a Second Try (sometimes Third or Fourth Try) for everything you have handed in thus far. **Complete any changes to make each of these pieces perfect in your Brand Book!**

*Also, please remember that all pieces must have correct spelling or you will fail this aspect of this project. The Brand Book is considered the vast majority of your FINAL GRADE for this class.*

## **RUBRIC:**

- Directions were followed accurately with absolutely no errors.
- All materials support brand positioning statement.
- The Brand Book reads well for someone who is viewing it as a real plan for a business (not a student project that had to complete for a grade).
- Is it clear that you understand how these guidelines would be used (hypothetically) by somebody else who is creating any work under your visual brand?
- Do all guidelines create a cohesive look?
- Do the guidelines follow your guidelines?
- Are explanations clear to provide directions to others?
- Are visual examples also given to aid in these directions?
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Does the final piece look professional?
  - > Is everything formatted well and consistently?
  - > Does the design system used follow brand?
  - > Is the design system used applied consistently throughout the book?
  - > Are all files included in packaged folder?
  - > Is the PDF interactive and do the links work?
- **ABSOLUTELY NO MISSPELLINGS. A misspelling will give you an F.**
- **Perfect grammar.** Sloppy grammar will reduce your grade.

Please note there is no time for a Second Try on this.

**This and your final interview comprise THE FINAL for this course.**

**FOLLOW THIS PROJECT SHEET'S  
REQUIREMENTS.**

**DO NOT JUST BLINDLY COPY  
WHAT WAS DONE LAST YEAR.**

- I have updated requirements and other small details from what was due in past years.
- **If you aren't sure, then PLEASE ask me.**  
Not the day before it's due.

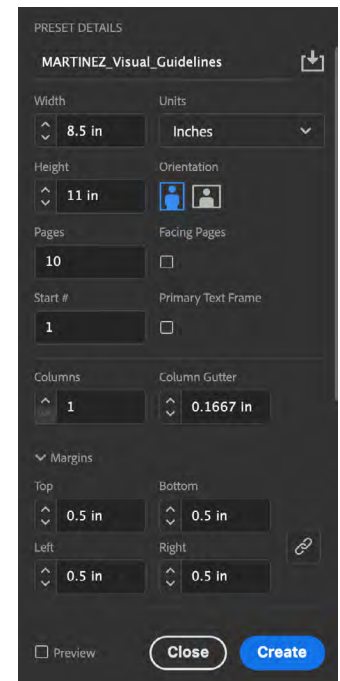
# requirements

## FILE SET-UP

Much of the following is taken directly from your **Visual Guidelines**. You should start with this file (revised after viewing my comments from the project), re-save it, and build from there.

Name the file **YOUR LAST NAME\_BrandBook**.INDD.

- Illustrator and Photoshop may be used for elements on the page, but page layout must be completed in InDesign.
- I suggest setting up your document at Letter size with .5 in. margins, but this is not required.
- I suggest *not* using Facing Pages.
- Layout the information consistently using your own brand's visual guidelines.
- Use [automated page numbers](#) on a Master Page, even if your Master Page is blank except for the page number.



## REQUIRED INFORMATION

**COVER PAGE** with company's **logo**. **Full name** also required if it is not the logo.

**TABLE OF CONTENTS** with correct page numbers.

Extra Credit: Use Type : Hyperlinks & Cross-References : New Hyperlink, but link to a PAGE (Fixed) instead of a URL.



### > **BRAND POSITIONING STATEMENT**

Your (probably **revised**) statement. Your voice, tone, etc. will be shown in business plans.

**USE GRAMMARLY!**

### > **BRAND BOARD** (Not your Idea Board. **Update** your Brand Board if needed!)

## > VISUAL GUIDELINES

- (Name of your company) **Logo**
- **Components of Logo** (if you have both a mark and logotype)
- **Clear Space Requirements**
  - Clear space must be relative. In other words, do not supply something like .25 in. What happens when the logo is 10 inches wide? Instead, take something like a letter in the logotype and define this verbally. The example below from student Justin Mohler shows the use of the logotype J and describes this further (except minor misspellings of what should be “Runaround” and “logotype”).
  - Note: Do not use the A-State guidelines verbiage here. They use the term X height. This is confusing because X is not in the logo and x-height is a term that exists. Below is a great example from former student, Justin Mohler.



### Clear Space

This is defined as the space between/around the logo and any other elements along with it. Placing any element within this space is not acceptable, as it will compromise the clarity of the logo. Run around type, images, and/or document edges should not be placed closer than the height of the J in the logotype surrounding the Justin Mohler Designs logo, logo type, or combination mark.

- **Minimum Size**
- **Colors**

*Note: These may need adjustments from your Visual Guidelines requirements!*

For each color, show it and then include:

- **Pantone**, assume on coated stock unless you desire uncoated (example: PMS 468 C)
- **CMYK**
- **RGB**
- **Hexadecimal** (example: #EF000)
- **Grayscale** (only black – and optional % halftones of blacks for gray)
- **Reverse Color**  
(on black BG, if it changes. If it doesn't change, you can either show it or just leave this off.)
- **Reverse treatment Grayscale** (on black BG)
- Approved Color Variations (if applicable)

- **Variation on Logo Structure\*** *\*If applicable - if you can stack for a more vertical logo or separate for a more horizontal logo, show this*
- **Unacceptable Logo Usage**
- **Typography**

**REMEMBER:**

- This is the typography someone will use when, for example, writing a letter on your letterhead! This is not (necessarily) what font you used when designing your letterhead.
- “Supporting typefaces” are not the logotype. Logotype should be considered artwork. Listing the logotype will confuse the reader of the style guide, so DO NOT!

- Required is to list both the **serif and sans serif options** for supporting typefaces and directions for each. *You are the boss! If somebody had to write a letter on your printed letterhead, do you want them to use Comic Sans?*
- Give the **preferred typeface** and then **1 option in case your first choice is unavailable**. Be sure the second option is very common if your preferred is not.  
*For example:*  
*Preferred: Footlight MT Light*  
*If unavailable, the second option could be the more common Times New Roman.*
- Name the **typeface(s)** and show the **full alphabet, punctuation, and numbers of each**.

- **Visual Identity System**

- Business Card - show in flat art or mock-up, but not both.
- Letterhead - Show in mock-up. Also show as flat art including all spacing\* and notes on how it should be used.

*(Make sure all mock-ups are updated if you made changes since you turned this project!)*

\*Spacing includes:

- Margins
- Type treatment (*reference Typography section*)
- Leading
- Kerning/Tracking (*if applicable, but avoid*)

**REMEMBER:** You are not providing information how to print these either. The person using the Visual Guidelines would have the pre-printed letterhead and would feed that into their personal printer. They need exact instructions about where and how to place information.

- *Extra Credit: Show envelope as flat art or mock-up, but be absolutely sure it makes sense for mailing in the United States!*

- **Website Favicon**

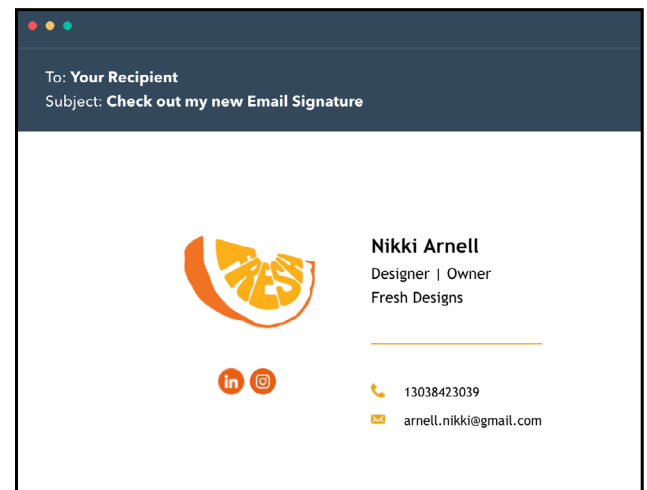
- Show in use on top of a web page.
- *No size measurements needed anymore (required in Visual Guidelines), so leave those off.*

- **Social Profile Mark**

- **Instagram** - show in use on your Instagram profile page.
- *Why not LinkedIn? Because that should be a picture of YOU and Visual Guidelines explain how to use your logo.*
- *No size measurements needed anymore (required in Visual Guidelines), so leave those off.*

- **Email Sign-Off**

- See <https://www.hubspot.com/email-signature-generator>
- Finalize with all of your correct information for LinkedIn, Instagram, Behance (if possible), phone number, personal website (if possible), and email.
- Fill in the information and take a screen shot. Place here in book.



FRESH source: <https://tinyurl.com/yyvvgm49hfkjggá>

> **RESUMÉ**

- Place a PDF of your resumé in an image box. Be sure that it is clear and easy to read.

**Avoid using a mock-up unless the resumé itself is flawless to read.**

- At the bottom of the Brand Book page in very small (9 pt. or similar), include: **May 2021 resumé. Recent version available [online](#).** (then hyperlink "online" to your resumé PDF on your personal website).

> For example, I would do this. (Click the link to see.):

May 2022 resumé. Recent version available [online](#).

- **References**

- **See note of what was required, but not quite explained in Section 3's project sheet for Resumé**, which takes your information from Section 1's References project and asks you to place contact information from that on your letterhead or some similar page that matches your resumé.



## > CORRESPONDENCE

### • **Cover Letter:**

- Place an image of your cover letter.
- Be sure that it is clear and easy to read, even if it's on a mock-up.

### • **Thank You Email:**

- Write a short follow-up thank you letter to an interview (or some other short letter) in an e-mail using your email sign-off. **USE GRAMMARLY!**
- Be sure the email is to the same person as your cover letter.
- Take a screen shot.
- *DO NOT actually send the email!*

## > WEBSITE

- *This is your personal website. Behance will be with Social Media.*
- List your home page's URL (and www. if that is part of your URL.) Then hyperlink it.  
> For example, I would write (and link) [www.nikkiarnell.com](http://www.nikkiarnell.com)  
even though the URL is http://www.nikkiarnell.com/
- Take screen shots of all pages, external links, and downloads in your website.
- You may place them in mock-ups if you'd like. Both computer and phone screens are suggested, assuming you made a responsive page.

## > SOCIAL MEDIA

- **Social Media Mission Statement** (from Social Media Form B)
- **Social Media Content Calendar** (just the 1 week calendar from Social Media Form C)
- **Scheduling Posts\***
  - IF you used a scheduling app for any of your social media here, include this.
  - Tell the reader the story and use your screen shots to explain, including scheduled posts and actual posts.
  - **If you did not use a scheduling app, remove this from your Table of Contents.**
- **Instagram**
  - Your @username >> Link to this page on the PDF.  
*For example, [@Prof Nikki](https://www.instagram.com/prof_nikki/) links to https://www.instagram.com/prof\_nikki/.*
  - Screen Shot (or multiple screen shots if necessary) of your finished Profile.
  - Then explain how you applied your content creation calendar (broad ideas) via some of your posts (specific content).
- **LinkedIn**
  - Your name on LinkedIn >> Link to this page on the PDF.  
*For example, [Nikki Arnell](https://www.linkedin.com/in/nikki-arnell-5aa30263/) links to https://www.linkedin.com/in/nikki-arnell-5aa30263/.*

- MULTIPLE screen shots of your finished Profile (because there's so much!).
- Then explain how you applied your content creation calendar (broad ideas) via some of your posts (specific content).
- **Behance**
  - Your @username or name (whichever makes more sense with how your page is set up)
    - >> Link to this page on the PDF.
    - For example, [Nikki Arnell](https://www.behance.net/profnikki) links to <https://www.behance.net/profnikki> because my profile states my name.*
  - Screen shot of your finished Profile.
  - Screen shot of your home screen that shows your work.

## > BUSINESS PLANS

- Revise anything that has changed on Business Plan A now that your brand is more fully formed.
- Update your Business Plan B with any revised math discussed in class.
- Combine both your Business Plan A and B projects into one piece.
- Change all typography and formatting to match the rest of the formatting of your brand book's text.

## > FINANCIAL FORMS

- Clearly show an image of each of the following. (Flat or mock-up is your choice, but they must be easy to read.).
  - > REQUIRED: Title each of the following.
  - > OPTIONAL: Explain briefly what and how each of these are used.
- **Estimate**
- **Quote**
- **Hourly Invoice**
- **Project Invoice**

## > PROMOTIONAL MERCHANDISE

- Include **at least four mock-ups** of merchandise with their logo included. Find free layered PSD mock-ups of merchandise that makes sense for the brand.
- Remember there are plenty of options I shared with you [here](#).
- If you aren't sure, do a mug, hat, bag, shirt, and portfolio tag.

## > CONCLUSION or THANK YOU

- On the last page, have some small note of closure. Maybe thank the person for reading. Maybe it's typed. Maybe you scan in your own handwriting. You decide!

## MENU

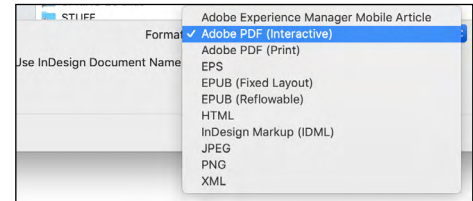
# final file

Check the file name is correct.

Then File : Package as shown here,  
including only Fonts and Linked Graphics.



Then File : Export as an Interactive PDF.  
Move this PDF into the packaged folder you just created.



Upload the new file to Slack and to Google outside of the packaged folder from earlier.

## **DUE > WHAT • WHEN • WHERE**

All of the following is **DUE** by **11:00 am Wed Apr 20**

### **IN GOOGLE DRIVE**

**DUE** in shared **FINAL BRAND BOOK** folder:

- **Packaged InDesign file:**

YOUR LAST NAME\_ BrandBook FOLDER

- Fonts
- Links
- YOUR LAST NAME\_ BrandBook.INDD
- *NO IDML FILE!!!!!!*
- + Manually add the interactive PDF you created separately:

**YOUR LAST NAME\_ BrandBook.PDF**

### **ON SLACK**

**DUE** on **#4503\_final\_brand\_book** channel.

- Post the interactive PDF **YOUR LAST NAME\_ BrandBook.PDF** in Slack

## WEEK OF MAR 28

WED MAR 30

- *Visual Guidelines DUE and returned with edits as soon as possible.  
It will probably take 2 weeks.*

## WEEK OF APR 4

MON APR 4

- Begin **Brand Book**

## WEEK OF APR 18

WED APR 20

- **Brand Book** (final interactive) PDF **DUE**

THUR APR 21

- *Graphic Design Senior Show at BAM, 5-6:30pm*

## WEEK OF APR 25

FRI APR 29

- *Final interview - information TBD*