

brand book + BRANDED: graphic design senior show 2020

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 your Brand Book!**

~~In addition to the brand book, you will need to show all pieces at the Graphic Design Senior Show 2020 show. This is scheduled for Friday, May 8th in the evening in the Fowler Center entry hall. There will be reliable wifi, parking, and tables.~~

**brand book
overview**

~~A digital file is due first and a printed, bound document is due at the Branded show:~~

- The book must follow your existing visual guidelines
- 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 pieces like the Visual Guidelines contain. However, do not quote anything like it was an assignment.
- Consider your writing skills, understanding that **poor grammar or a misspelling will give you lowered grade that cannot be recovered.**

specs **You must use InDesign to do this.**

Setting up your document:

- It is suggested to create the book at normal Letter size (8.5 in. x 11 in.).
- It is also encouraged to use Master Pages and automated page numbers.
- Create the book with margins considered. If you wish to use bleeds, you must consult professor before doing so.
- Consider the gutter for your bind. Usually .5 in. margins all the way around will be ok; however, it may not be if you bind in another way. Consult professor if you need help
- Name file **YOUR LAST NAME_BrandBook_SPG20.**

~~*Printing and binding:*~~

- ~~See What Is Due at end of project sheet. This will also explain digital file that is due.~~

**required
contents**

The following **in green** should be listed as the **required Table of Contents**, as you must include all of this. For all pieces listed, update anything up to an A level! **If something is in this color, it has not been created in a previous project before this Brand Book.**

> Title page with your company's logo

> **Brand Positioning Statement** > *just the statement. Y*

Your voice, etc. will be shown in business plans

> **Brand Board** > *not your Idea Board*

> **Visual Guidelines**

> **Components of Logo** (if you have both a mark and logotype)

required
contents
(cont.)

- > **Clear Space Requirements** (*define your space correctly - oftentimes a letter from the logotype is used as a spacing constant*)
- > **Minimum Size**
- > **Colors** - *For each color include:*
 - Pantone, assume on coated stock unless you desire uncoated (example: PMS 468 C)
 - CMYK
 - RGB
 - Hexadecimal (example: #EF000)
- > **Approved Color Variations** > *must include grayscale and reverse treatments too*
- > **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 and Guidelines**
- > **Typography**
 - Required is to list both the **serif** and **sans serif** options for supporting typefaces unless you insist only one is used.
 - **Explain briefly how and where these typefaces should be used**, knowing that a visual/brand guidelines book is intended for an audience who does not understand typography and certainly has no insight to your carefully crafted brand aesthetics. Is the serif only for body text? What pt. size and leading do you suggest in cases like letterhead? Is that other typeface for headers or other typographic elements that stand alone for attention? Explain briefly. This is more important than a long explanation of the beauty of the typeface.
 - For each serif and sans serif, provide the **preferred type** > explain that it is and what this means
 - For each serif and sans serif, provide **1 other more common type options as an alternate** in case your first choice is unavailable. Obviously, these secondary choices need to be **common typefaces**.
 - Remember that supporting typefaces are **not the logotype**. Logotype should be considered artwork. Do not list this.
- > **Visual Identity System**

*For the following, remember to **explain what you are showing**. These are guidelines for someone to use when they print on the pre-printed letterhead using their own laser/inkjet printer.*

 - Letterhead with **guidelines** where to write and explanation of this
 - Envelope with **guidelines** for addressing to send and explanation of this
 - Business Card (no guidelines necessary)
 - Letterhead, Envelope, Business Card **mockup(s)**, fit well to page
- > **Website Favicon**
 - show in use on top of a web page
 - No size measurements needed anymore, so leave those off.
- > **Social Media Profile Marks**
 - Instagram - show in use on your Instagram home page
 - LinkedIn - show in use on your LinkedIn home page
 - > Please remember it is highly advised to use a nice, professional picture of yourself for LinkedIn instead of your logo.
 - Any other social media you decided to use for your brand's presence.
 - No size measurements needed, so leave those off.
- > **Email Sign-Off**
 - Display how this would look, including your logo, name, social media contacts, and website. Phone number optional.

required
contents
(cont.)

> **Budget**

For all of the following, see Section 2 : Budget project sheet.

- > **Business Cards:** 100 minimum Business Cards (VistaPrint Ultra Thick Regular or similar quality)
- > **Letterhead:** 25 sheets minimum (more suggested) professionally printed letterhead (VistaPrint or similar)
- > 25 blank colored **#10 Envelopes**
 - > *Optional: Stickers or Rubber Stamp to professionally address Envelopes*
 - > *1 Rubber Stamp of logo and black (or brand color) 1 ink pad.*
 - > *Sticker of full-color logo. Price for 50 and 100 stickers.*
 - > *Sticker with logo and return address.*
 - > *Some other option that completes objective*
- > **Website:** Price of custom domain name and server space for 1 year, sources. You may or may not have both budgeted in one site if you are using as CMS.

> **Resumé:** *be sure that it is clear, even if on a mock-up.*

- > At the bottom of the Brand Book page in very small (like 8 pt. type), include: **“May 2020 resumé. Recent version available online.”**
Then on your PDF version, link online to the page on your website [On the PDF, make this a **live hyperlink**. (Type : Hyperlinks and Cross-References : New Hyperlink)].
 - > For example, I would do this:
May 2020 resumé. Recent version available [online](http://www.nikkiarnell.com/resumeacute.html).
(That “online” links to <http://www.nikkiarnell.com/resumeacute.html>.)

> **Correspondence**

- > **Cover Letter(s)** (separate section from your Visual Identity):
be sure the letter is clear, even if you put it on a mock-up.
- > **Thank You Letter:** **Show a screen shot of 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 this if you have not already created one:
<https://www.hubspot.com/email-signature-generator>

> **Website**

- > **URL:** List the actual URL of your home page. On the PDF, make this a **live hyperlink**. (Type : Hyperlinks and Cross-References : New Hyperlink)
- > **Sitemap/Wireframe:** **Update if necessary** to reflect how your final website works.
- > **Website:** picture of all pages, external links, and downloads in your website.

> **Social Media**

- > **Social Media Mission Statement**
- > **Social Media Plan** (just the 1 week calendar)
- > **Instagram:**
 - Your **@username** >> Link to this webpage on the PDF.
For example, [@Prof_Nikki](https://www.instagram.com/prof_nikki/?hl=en) links to https://www.instagram.com/prof_nikki/?hl=en, but not just <https://www.instagram.com/>. Be sure you link the correct page.
 - **Screen Shot** (or multiple screen shots) **of your Profile**
 - **Screen Shot** (or multiple screen shots) **of scheduled posts and actual posts.**
 - > These do not need to be every single post, but **explain visually and verbally** how you would schedule and post for a constant social media presence, guided by your Social Media plan.
 - > If you could not get a scheduler to work for Instagram no matter what you tried, you may create a mockup of this.
- > **LinkedIn:**
 - Your **@username** >> Link to this webpage on the PDF.

required contents (cont.)

For example, [@Nikki_Arnell](#) links to <https://www.linkedin.com/in/nikki-arnell-5aa30263/>, but not just <https://www.linkedin.com/feed/>. Be sure you link the correct page.

- **Screen Shot** (or multiple screen shots) of your **Profile**
- **Screen Shot** (or multiple screen shots) of **scheduled posts and actual posts.**
 - > These do not need to be every single post, but **explain visually and verbally** how you would schedule and post for a constant social media presence, guided by your Social Media plan.
 - > Mockups not allowed for this. I supplied plenty of options for how to make Hootsuite work for you if you only had LinkedIn.

> **Business Plans**

- > Both your Business Plan A and B projects shown together and designed to go within your Brand Book. **Update Business Plan A if it has changed since you first created it.**

> **Financial Forms**

- > **Estimate** (Hourly/Project), **Quote** (Project, Revisions), **Invoice** for Hourly, and **Invoice** for Project (Revisions considered)

> **Promotional Merchandise**

- > **Include at least four mock-ups of merchandise with their logo included.** Find free layered PSD mockups 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 or Endnote....something like that)

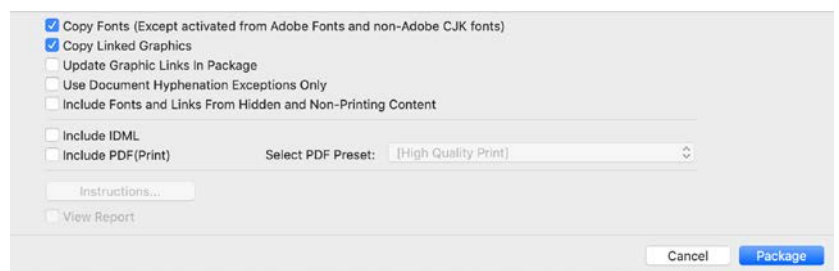
- On the last page, have some small note of closure. Maybe thank the person for reading. Maybe it's typed. Maybe you scan in your own handwriting. You decide.

evaluation You will be graded on the following:

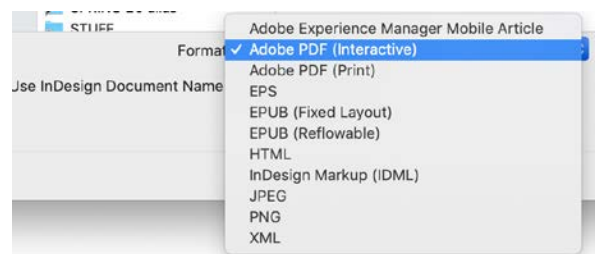
- **All** directions were followed accurately.
All materials support brand positioning statement.
- The Brand Book reads well for someone who is viewing it as a real plan for a business vs. a student project.
- **ABSOLUTELY NO MISSPELLINGS. A misspelling will give you an F.**
- Perfect grammar. Sloppy grammar will reduce your grade.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
 - > Is everything perfectly clean?
 - > Are all files included in packaged folder?
 - > Is the PDF interactive and do the links work?

Please note there is no time for a Second Try. This is the Final Review.

what is due **File : Package** as shown here, including only Fonts and Linked Graphics.



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



what is due (cont.) Then move this folder into your overall folder for this class (no SECTION).

Then print in full-color (double-sided is ok). Use nicer paper if possible; however, that costly endeavor is not a requirement. It is simply as suggested investment. Bind in whatever way you would like, with a simple spiral bind being a minimum.

schedule **Mon Apr 13:** Begin Brand Book

Mon Apr 27: Digital files of Brand Book **DUE. This should be considered your final book. And revisions needed after this will reduce its grade.**
Upload this file to your website as a piece of your portfolio.

Mon May 4: All materials due in their final version.
What is graded as final is what is in the Brand Book.

senior show Instead of the planned Senior Show, this class will only have the live website, www.brandedshow.com updated with 2020 work.

This year, each designer's page will contain the following:

- Student's logo
- Website link
- Brand Book PDF
- Final portfolio file (like a quick glance at best work, even though the work is on one's website)
- Process book PDFs (even though they should be on the website too)
- Job Hunt Journal PDF
- Instagram link
- LinkedIn link

Fri May 8: Website will be live by morning. Optional Zoom gathering with class as a final goodbye and congratulations. See Slack for exact time and meeting information.

All of the following is left on this sheet just so students know what had been planned. Aside from the cost of printing and other optional materials for the final show, all students will have created everything that was expected of them at the beginning of the semester. Good job!

*To be clear, **the following is not happening.***

FYI:
what had been due **BRANDED: graphic design senior show 2020**

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.

The following is a **minimum**:

- > Laptop (Mac or PC) and/or tablet (iPad) showing your live website and social media posts.
- > Tablet (iPad) or Laptop to show your portfolio work to those who approach your table.
PDF could automatically play as a slideshow also.
(This Portfolio will contain your final approved work and Captions.)
- > Box with at least 5 tangible pieces from your portfolio and both bound process books to show.
PERFECT CRAFT!

what had been due
(cont.)

- > 1 printed Leave-Behind
-
- > *At least* 50 business cards to pass out
- > 1 Brand Book printed and bound (color required)
- > 1 Job Hunt Journal printed and bound (grayscale ok)
- > 1 Cover Letter printed on correct paper
- > *Optional: More copies of blank letterhead printed on correct paper*
- > 1 Envelope *minimum if created* - more if possible
- > Resumé (*at least* 20 copies - more if possible) **printed on correct paper**
- > Anything else you think will work! **Make your table LIVE YOUR BRAND!**
Note: There will be music in the room, so nothing that would be loud.

Some ideas from past years:

- > Clothes:
 - Minimum, student dresses up nicely in colors that respond to their brand.
 - More: student buys/makes a shirt or hat that show their logo in some way.
 - Even more: Student makes lots of these and gives them away.
- > Merchandise: Buttons, stickers, hand stamps, UV hand stamps, henna, headband
- > Tablecloth:
 - Minimum: Plain tablecloth that is a color that matches brand;
 - More: Plain tablecloth with nicely printed logo (on paper) stuck to it
 - Even more: An actual tablecloth printed with logo on it.
- > Food: People have made cookies or other treats that feature their logo. (Don't make cookies just to give away cookies, though I appreciate your sales strategy.) No alcohol can be given away because I don't want to go to jail and neither should you.

FYI: what had been
the evaluation

You will be graded on the following:

- Directions were followed accurately. This includes correct presentation directions.
- On time with all required materials.
All materials support brand positioning statement.
- Portfolio craft is perfect.
 - > Digital file flows perfectly.
 - > Approved files contained in a pleasing manner.
 - > Captions created to project sheet evaluation A standard.
 - > Archival Box correct size with 5 physical pieces.
 - > Craft is absolutely perfect on all pieces.
 - > Box is clean and within correct size limitations.
- Positive and enthusiastic attitude displayed. Engage with strangers approaching your table.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation. Is everything perfectly clean?