

PROJECT SEVEN:

The Brand: Part 1

This project is going to be a four part series which we return to every few months. In this first part you will be choosing a company in which you will define its visual identity. You may either create a fictional company to design for, or choose an existing company you wish to improve. You are also required to design a brand manual. Information on how to create a brand manual (as well as some examples) can be found here:

<http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php>

You will need to use your brand manual for designing other things in Part 2, 3, and 4, so let me stress that this is, without a doubt, the most crucial part of the series.

Send the designed brand manual as a high resolution PDF file (if possible, otherwise image file is ok too) along with any additional information (ex: summary, links, etc) you'd like to add to: projects@workforwork.net. This will be due November 28th, 2010. We can not accept any submissions afterwards.

TIP: If you're working with large file sizes, I recommend grabbing a free dropbox.com account so you can send it to me as a link instead of an attachment (still working on a better solution to this).

DESIGNER QUOTE:

Designers will no longer be paid for graphics—only for ideas.

—Ken Cato, of Cato Purnell Partners

TIP: Make sure your style guide is versatile enough to allow creativity for several different projects, but strict enough to make the designs look like they are from the same company.