

ART 287 Portfolio & Resume Preparation

Project 2: Visual Identity System

ASSIGNMENT BRIEF

The purpose of this assignment is to revise the symbol and logo for a visual identity system you made in ART 291 for your graduation portfolio and web site. You will also make a color version of your symbol and logo, select fonts and colors.

SYMBOL & LOGO (MARK)

Symbol Design

Review and discuss the symbols you designed in ART 291 and revise if needed. Your symbol must be easy to perceive at approximately ½” in height. Your initial symbol design must be in black and white. Once you are satisfied with the black and white result complete a series of studies in color and chooses the best solution. These colors will be used throughout your identity system.

Logo Design

Review and discuss the logo you designed in ART 291 and revise if needed.

- **You may not use a highly stylized or decorative font for this assignment.**
- You may revise a traditional font as part of a mark.

COLOR & TYPOGRAPHY

A cohesive branding system includes a color palette and typography that will be used throughout the client’s marketing materials. This provides unity and reinforces the visual consistency. The logo is the entry point to the brand. The visuals include the logo, identity system, printed matter, website, broadcast, and signage.

Color: Experiment with color palettes that will be used in combination with your symbol and logo. Choose a light to dark range of colors and values. Remember to include neutral light colors such as gray or beige.

Font family: Experiment with font families that will be used in combination with your symbol and logo. The font family does not have to be the same font as your logo. Choose a legible font with a wide font family such as Helvetica Neue Std.

In Illustrator one page should demonstrate your color choices with written identification and another page should demonstrate your font family by showing samples of headlines, subheads and body copy.

Example

Header

Garamond (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ILLUSTRATOR SPECIFICATIONS

Illustrator setup for mark, typography & color

Size: landscape 11” x 8.5” with .5” margin, intent print

Art boards – 4 needed

- Black and white mark
Color mark
- Fonts – alphabet samples
- Colors choices and identification

GRADING SHEET

The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded including your research and scanned sketches. Your compositions will be evaluated based on the principles of design.

Technical control will be evaluated with an emphasis on well-organized digital documents and the careful and successful use of the software.

Please refer to the posted grading sheet to see specifically how your work will be graded.

REQUIRED ITEMS FOR GRADING

- Illustrator document (with linked documents as needed)
- PDF of Illustrator document

DEADLINE

Please refer to the schedule for deadlines.

NOTE: These pages will be printed and mounted for the final portfolio presentation. The mounted boards are not due with this assignment.

LATE PROJECTS

1. This assignment is due at the deadline.
2. Projects will only be graded once.
3. No work will be accepted after the deadline unless there is a valid written medical reason or a family emergency.