Visual Identity and Branding Project Four

Comprehensive Corporate Identity Program

This semester, you have created identities for three service related businesses: a brewpub, hotel and airline. Imagine that a holding company has purchased two of these businesses and needs a new corporate identity system that unites the two brands. This new company will compete on a national stage, providing consumers with a unified experience.

The holding company is open to any manner of solution to their brand architecture, from adapting the name and mark of one of the properties to the entire corporation; mixing a name with a new or adapted symbol and/or logotype or; creating an entirely new name and identity. They are insistent that the new or revised brand continues to promote the same great values that are the foundation of the original businesses. They also want a unified corporate signature that is flexible enough for all of the current and future divisions.

Process

1. Naming, Position Statement and Taglines
    - -Choose the businesses that you will merge: hotel/airline; hotel/brewpub; or airline/brewpub
    - -Compose a position/mission statement for the corporation that conveys the values of the subsidiaries
    - -Choose a brand architecture model: Branded House(Monolithic); Sub-Brand/Endorsed; or Sub-Brand/Leveraged
    - -Develop naming conventions/hierarchies for the parent and sub-brands
    - -Consider the mnemonic properties of the names and their relationship to the core brand. If you are creating new names for the entire corporation, these naming choices are especially critical
    - -Create a tagline for the brand. Consider how the tagline communicates the mission of the properties as unique but related entities. You may need to modify the wording or create new taglines.

2. Create "signatures" or "lock-ups" for your corporation and its properties
    - -The signature is a combination of a "mark" or "avatar" with a "logotype/wordmark". The two main elements of the signature are combined in a very specific way and "set" by the designer.
    - -Develop a "primary" lock-up for the signature. This primary lock-up will combine the type and graphic form. Also develop a secondary lock-up for the mark. The secondary signature may rearrange or abbreviate the elements to allow for more variety in presentation and application
    - -Explore variation in the use of elements in the mark. For example, consider how Nike uses the "swoosh" or McDonald's works with the arches. Experiment with alternative graphics related to the mark, pattern, color, etc.
    - -Test the signatures in various appropriate contexts

3. Test and present the Signature through trial applications.
    - -Produce branded items that will help you to explore and demonstrate the effectiveness of the mark and the brand. Consider how your mark, corporate typography, tagline, etc., can be utilized in a variety of contexts.
    - -Create items that demonstrate the flexibility of your signature
    - -Show the marks in a variety of mock-up contexts and that explore trade dress in multiple dimensions
    - -Consider how the consumer will interact with the brand through these various points of contact (touchpoints)

4. Create a graphics standards guide.
    - -Take your research and style boards and develop a cohesive presentation that gives color, image, and a lifestyle context for the signature.
    - -Identity Systems fail when not applied consistently. To achieve compliance, the manual must be easy to follow but should also be inspirational. When the stakeholders believe in the brand, it's much easier to maintain the identity
    - -The manual must be detailed and precise. Include dimensions, swatches, grids, guidelines and plenty of examples.
    - -Leave few decisions up to the constituency. The design team outlines the program and instructs in proper implementation. Manual must include the following sections:
        - -Clearly delineate the corporate hierarchy in the Primary, Secondary, Tertiary Signatures. Provide proportional/scalable guidelines for each "lock-up"
        - -Include tagline, mission statement, brand "voice"
        - -Detail the corporate typefaces, colors, graphics, image usage and brand voice
        - -Manual must include the following sections: Introduction; Mission Statement/Taglines; Brand Hierarchy/Signatures; Corporate Communications; Typography; Color Palette; Graphics/Patterns/Imagery; Signage/Uniforms/Packaging/Ephemera

Final Presentation

Use research, comprehensives and critique as a basis to work up completed project.

Physical Items: • A letterhead and business card must be created for the corporation; a coaster is required for the brew pub; a ticket and folder for the airline, and; a keycard and folder/sleeve for the hotel.

• You must create and assemble additional 3D objects that will explore the brand. Choose items appropriate to the industry and that show the brand elements in diverse situations

-Make an "app icon" for the brand. This app would allow consumers to book a flight, reserve a hotel room, and order carry-out from the brew pub so the icon should reference the primary corporate signature. Consider it's UX context and also present it in an appropriate mock-up

-Create additional digital mock-ups as would be appropriate for the various sub-brands/subsidiaries

-All 2D/flat items must be mounted on board in a manner that would be presentable to a client. All 3D items must be completely assembled and submitted with manual and display boards

-Manual must be a minimum of twelve pages, printed in color and bound as appropriate. Minimum page size must be 7.5x10" Use the attached handout (pg. 167) as a guideline to content

Schedule

March 28	Introduction of Project Four.	
	Homework:	Develop an organized plan for completion of the final project. What items are appropriate for an identity manual? Also develop a list of trial applications that you will create. List ideas, source material, and complete sketches. Present your strategy for organizing the information in your manual. Create style boards Write a mission statement, brainstorm names Research several brand architectures—what models do they follow? How is the identity "locked" and how is it supported by other graphics and variations? Identity links on class homepage.
April 2	**Due Today:**	Individual Critiques. Project Plan, Sketches, Style Boards
	Homework:	Create taglines for your company and its subsidiaries. Check out taglineguru.com for inspiration (link on homepage)
April 4	**Due Today:**	Tagline discussion.
	Homework:	Prepare full-scale color primary, secondary and tertiary signatures for your brand and its sub-brands. Demonstrate marks in appropriate digital mock-ups
April 9	**Due Today:**	Lock-up Critique
	Homework:	Prepare full-scale, color, models of collateral items
April 11	**Due Today:**	Trial Application Critique
	Homework:	Prepare black and white spreads of manual layout
April 16	Class Cancelled	
April 18	Class Cancelled	
April 23	**Due Today**	Manual Spreads Critique
	Homework:	Prepare full-scale color comprehensive of manual. All pages and content must be present and the manual must be fully assembled for critique.
April 25	**Due Today:**	Manual Critique. PDF, Drop Box, Photographic Documentation Demo.
April 30	**Work Day**	
May 2	**Work Day**	
May 7	**Due Today:**	Project Four. Submit along with **all** work completed this semester. Workbooks for all projects must also be submitted. Submit in clean brown paper portfolio, clearly labeled with name and class. Electronic documentation of all projects is also due before the start of class.
May 10		Work can be picked up at 6pm in S216.

Branded House/Monolithic

One brand creates a single powerful image, sometimes with a descriptor.

Sub-Brand
Endorsed

Combining the corporate brand with strong sub-brands. Sub-brands help differentiate and boost corporate brand.

Sub-Brand
Leveraged

Leading with a strong sub-brand but leveraging corporate brand as endorser.

Umbrella brands

Fundación ORIZONIA

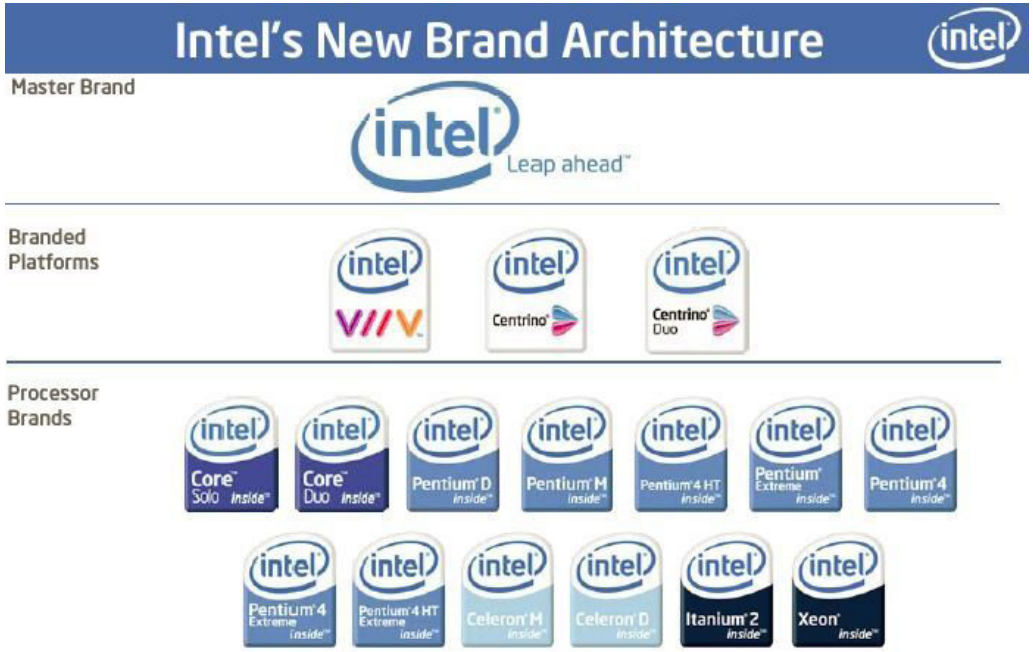
Core Business

iberojet TT.OO ORIZONIA

orbest airlines ORIZONIA

luabay hotels & leisure ORIZONIA

smilo destination management ORIZONIA



Virgin money

Virgin media

Virgin trains

Virgin atlantic

Virgin RECORDS

Virgin ACTIVE

Virgin GALACTIC

Virgin MEGASTORE

Virgin BALLOON FLIGHTS