

## Corporate Identity Project Three

### Brand Resurrection/Symbol

An investment company has purchased the name and the assets of a defunct Canadian airline. They plan to turn the company into a price-conscious regional carrier with an emphasis on service and reliability. The airline needs a new symbol that will convey a sense to consumers of a modern and efficient airline. The investors understand that the public has grown weary of the costs and practicalities of contemporary travel and want a mark that will convey fun, adventure and aviation within a contemporary context. They will be opening routes into regional US airports, such as Oshkosh, WI, and want a symbol that has broad appeal.

Symbols can be broken down into two categories: abstract symbols are simple or complex rearrangements, alterations, or distortions of the representation of natural appearance (International Paper, CBS, Shell). Non-representational or nonobjective symbols are purely invented and not derived from anything visually perceived. They do not relate to any object in nature and do not literally represent a person, place, or thing (Chase, Deutsche Bank).

### Process

#### 1. Research the subject to inform your design

- Consult the link on the class homepage to find an airline to "make over"
- Look up the airline's history, word definitions, analyze past symbols
- Brainstorm: consider word associations, imagery, lists and spider diagrams
- Consider your information sources. Draw, take pictures, scan found objects
- Create style boards (also called a visual audit/ mood board) as a way of exploring all aspects of the assignment and also as a means of presenting your research to the client
- Make sure to annotate your research! What are the connections?
- Look at examples of Symbols

#### 2. Develop the mark through the process of editing and revision

- Consider the relationship between the name and the image. How is the content of the identity presented through the abstract formal relationships in the symbol?
- What is the message of your mark? Is it a play on the name? Does it explore the industry? Does the mark explore historical, cultural or natural ideas? Does it promote an abstract ideal?
- Consider the abstract and formal relationships of the elements
- Look at all of the possible sources of inspiration and content for your symbol. Many marks abstract typographic forms or images or combine geometric structures

#### 3. Give your client options

- Work simultaneously on several strong concepts
- Mark variations should be distinct from each other. Explore different themes, content, analogies in your solutions
- Avoid making only subtle variations
- Experiment with the presentation of your mark in context. Focus on the tail area of the plane but also consider the relationship of color and graphics on the fuselage



## Final Presentation

1. Your final presentation will present the mark to the client and will demonstrate its effectiveness in various contexts:

- Present the mark on a 16x20" black mat board with cover flap. Board must provide the following:
  - A full-scale, color version of the mark that is 7x7"
  - 2 mock-ups of the mark in the following contexts: boeing 737; boarding pass
  - Logotypes for the airline should be created and included in final submission but make sure that symbol can function independently.
- Boards must have a label on the back with your name, project number and course number
- Mock-up templates can be found on the class homepage: [edwinjager.net/teaching/437](http://edwinjager.net/teaching/437)



## Schedule

- Mar 5 Introduction of Project Three.  
**Homework:** Research your subject.  
Brainstorm.  
50 thumbnails of Symbol concepts.  
Create Style/Concept boards
- Mar 7 **Due Today:** Sketches, research, style boards. Individual Critiques. Work Day.  
**Homework:** Two Unique Symbol Concepts. Print each concept in black and white for group critique. Print at 100%, 50%, 25% scale.
- Mar 12 **Due Today:** Two Unique Symbol Concepts. Print each concept in black and white for group critique. Print at 100%, 50%, 25% scale. Be prepared to show style/concept boards, sketches and research.  
**Homework:** Revised Symbol concept and two mock-ups: airplane; boarding pass. Print out all items in color for group critique.
- Mar 14 **Due Today:** One Revised Symbol and two mock-ups. For each item, make a version with the symbol only and a version that has the symbol with a logotype. Initial display will be of the symbol only.
- Mar 19/21 Spring Break
- Mar 26 Work Day.  
**Homework:** Final Revised Symbol and mock-ups.
- Mar 28 **Due Today:** Client Presentation  
Board of complete Symbol and mock-ups for critique.  
Submit Workbooks for Grading

