

## Corporate Identity Four Marks

### Four Marks

According to Gregg Berryman, a mark can be a symbol, lettermark, logotype or a combination mark. It is the role of the identity designer to determine which type of mark is most suitable for the corporation, business or institution that requires a new identity.

The appropriateness of each type of mark as a solution is based on a number of factors: style, desire of the client, abilities of the designer, market, client history, and budget. For example, an abstract symbol that is very expensive to promote, would not be an appropriate solution for a new, local business. Additionally, several types of marks may be appropriate for a single business. For example, a logotype or a combination mark may both be appropriate for a shoe manufacturer.

For the first four assignments, you will gain insight into these four types of marks by appropriately applying them to four unique clients. The development of the marks will be influenced by the research that you will conduct into each organization and its needs. The emphasis is on the creation of marks but you should test them in various applications such as letterhead, business card, etc. to prove their effectiveness.

### Process

- I. Read the attached twenty "client briefs" and choose four clients for whom you will work.
  - Research the fields thoroughly, considering the client, customers, competition, etc.
  - Carefully analyze pre-existing identities within the categories. List positive and negative attributes of pre-existing marks to gain insight into your project development.
  - Apply the appropriate mark: symbol, lettermark, logotype and combination mark. For example, a symbol for an international oil company, a lettermark for a bank, a logotype for a shipping company, and a combination mark for a local bakery.
  - you will do this four times over the course of the semester
  - each mark will have a distinct client chosen from the briefs
  - accompanying handouts provide additional information

### Evaluation

Each mark has a distinct project period and is due on a specific date. You will submit your workbooks and they will be evaluated for how well you have solved the problem using the methodology described in the handouts.

## Evaluation

### Problem Definition

- create a narrative for your client that elaborates on the client brief
  - base it on similar companies, services, products, institutions
- what are the attributes of each mark? class notes, additional research, examples
- notes on briefs, evidence of multiple considerations
- stakeholders: audience, employees, customers for the products, services
- marketplace competition
- constraints: schedule, production limitations, budget
- broad definition of parameters, not too brief, limited, conventional

### Information Gathering

- examples of pre-existing marks in client category, critique, analysis
- technique: research new tools, approaches, class notes
- elaborate on the environment for the mark, list places where mark will be used, function
  - continue your fictional conversation with the client, answers are based on your understanding of pre-existing organizations in the same category
- library, internet research
- do you know absolutely as much as possible about the problem at hand?
- avoid repetitive thought patterns, same ideas
- look to other fields, fine arts, film, theater, fashion for inspiration

### Idea Finding

- notation: word association, dictionary definitions, thesaurus
  - thumbnail sketches, drawings both traditional and digital
- image research, source imagery from original photography, drawing, found sources beyond internet
- typographic research, typeface history, reasons, catalogues
- brainstorming, notes, group activities, interviews
- synthesis, evidence of research into other areas for inspiration, ongoing observation, daily journal
  - reference work of others without plagiarizing

### Solution Finding

- ideas are translated into visual form, reflect research, sketches, notes
- all possible solutions are attempted, evidence of comprehensive, systematic approach to variation
- good craftsmanship, letterspacing, smooth curves, graphics have documented sources, gestalt
- established criteria that relates to research, choices are validated in relation to problem definition
- clear analytical approach, each solution is critiqued and tested: message;form/space;resonance
- personal, group, instructor critiques are carefully noted

### Organization

- all content is annotated
- documentation of all elements is thorough
- workbook is easily accessible by others, organizational structure, methodology
- no loose pages, tidiness
- one final polished version (in color) of mark that fits an 8x8" square
  - additional version at 200, 50, 25 percent

## Client Briefs

1. Two local, family owned, heating and cooling businesses are merging and need a new name and mark.
2. An independent record company, known for its heavy metal music is expanding its artists roster into alternative, rap, alt-country, industrial, and electronic music categories.
3. An international software company has a new CEO who wants to have a brand new identity for the company.
4. A start-up electric car manufacturer has a great product, no name and no logo.
5. A national telecommunications company has merged with a national cable provider and a large print media company. The new corporation needs a mark that reflects its new integrated media intent.
6. An international forest products company has been criticized for its environmental record and wants an identity that is more “green”.
7. An entrepreneur has purchased the rights to a now-defunct 100-year old sporting goods manufacturer and wants to re-brand the company as a hip casual-wear retailer.
8. A foreign bank wants to expand into the US market but it has “Royal” in its name and needs a new identity.
9. An iconic fast food chain wants to launch a new franchise operation that caters to “healthy eating”.
10. A national clothing chain, known for its sophisticated adult clothing, wants to expand its retail into children’s clothes through a chain of connected stores with a related but independent identity.
11. A local restaurant has a new chef who has introduced a more “urban” menu and the restaurant needs to update its identity to match.
12. Local entrepreneurs are starting up a new coffee shop to cater to students and young professionals.
13. A major cosmetics company wants to start a subdivision of environmentally responsible, hypoallergenic cosmetics.
14. A regional solid waste hauler wants a new name and identity that accentuates its role in recycling and environmental clean-up.
15. A popular regional pet grooming company wants to market its gourmet pet treats nationally.
16. A chain of homes for senior citizens wants to appeal to “active older adults”.

17. A large, urban, used car dealership wants to present a more luxurious image.

18. A small liberal arts college in financial trouble wants to re-brand itself as an online university.

19. An international Non-Governmental Agency (NGO) that promotes literacy needs an identity that communicates across cultures and to people that can't read.

20. An upscale California restaurant wants to expand its venue and promote parties and events in a club-like atmosphere. They need to appeal to a sophisticated, upscale and trendy audience.

## Schedule

February 2–April 20

Below is the schedule for each of the four marks. Group/Individual Critique and Discussion will occur on each day:

Day 1: Introduction of Mark.

Day 2: Research Due.

Day 3: Sketches Due.

Day 4: Comprehensives Due.

Day 5: Refine Mark.

Day 6 Mark Due.

Feb 2            Syllabus. Introduction of Logotype. Movie

Feb 18           Logotype Due. Symbol Introduced.

March 9           Symbol Due. Lettermark Introduced.

March 23-25    Spring Break

April 1           Lettermark Due. Combination Mark Introduced.

April 20          Combination Mark Due. Final Project Introduced.