Corporate Identity Final Identity Portfolio
Introduced April 20. Due May 13.

Corporate Identity Portfolios
This semester we have explored four types of marks: logotype, symbol, lettermark, and combination mark. We have also developed research, presentation and organizational strategies as they relate to corporate identity. For ease of exploration, we concentrated on specific aspects of each mark, type, image, letterform, etc. In reality, regardless of the type of mark, it is rarely seen out of a carefully planned and engineered context.

You will complete two very important tasks by the end of the semester. You will revise and present all four of your marks and you will choose one of the marks to develop a more comprehensive Corporate Identity System for that mark.

Process
1. Revise the four marks.
   - Some of your marks may only need a bit of revision, where others may need a complete overhaul. Group and individual critiques have provided you with a great deal of useful information you can use for revision. Review the criteria, your notes and research.

   2. Develop a Corporate Identity System.
      - Choose one of your marks and develop a more comprehensive identity system for it. You will explore elements such as the signature, corporate typefaces and colors, hierarchy and style guidelines. Good examples of identity design can be found on the course homepage.
      - Graphic Standards. Identity systems fail when not applied consistently. To achieve compliance, develop a brief, easy to follow and inspirational manual. The people who have to work with the identity, day to day, need to feel positive about the project.
      - Develop a tagline and mission statement for your organization. Create an original advertisement to launch the new brand.
      - Explore the mark in context. Create a letterhead, business card, envelope; at least two additional items of collateral that are appropriate to your company, such as signage, uniforms, packaging, publications, etc.

Final Presentation
Four Marks
- Revise all four marks completed this semester: logotype, symbol, lettermark and combination mark
- For each mark, present the mark at 100% (ideal size), 200%, 25%.
- Each mark must also be presented in at least one context that is appropriate to the organization.
- Mount all items on black board, with an appropriate border. Consider this to be a presentation to a client. Plan accordingly.

Corporate Identity System
- Choose one mark and develop it further; creating a signature, hierarchy and brand campaign for the organization.
- Include the following:

   Letterhead, business card, envelope
   At least two additional collateral items. These items must be 3-D
   One Magazine Advertisement that launches the new brand identity

Graphic Standards Manual
- must include the signature and its variations
- present corporate hierarchy, guidelines
- tagline, mission statement
- corporate typefaces, colors
- brand elements, such as imagery, graphics
- format is open but consider carefully how to best present the necessary information while also creating a visually appealing document

- All work must be “presentation ready”. 3D elements and manual must be completely assembled. All 2D elements must be mounted on board with appropriate borders.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 20</td>
<td>Combination Mark Due. Project Four Introduced.</td>
<td>Homework: Create a tagline and mission statement for the company.</td>
</tr>
<tr>
<td>April 22</td>
<td>Due Today: Mission statement and tagline.</td>
<td>Homework: Revise all four marks that you have created this semester (logotype, symbol, lettermark, and combination mark). Output in a range of sizes and at least one context for critique.</td>
</tr>
<tr>
<td>April 27</td>
<td>Due Today: Revised Marks.</td>
<td>Homework: Signature(s) (primary lock-up) for your corporate identity system. Prepare two versions. One for presentation and one with all guides and annotation. If you have multiple lock-ups, prepare two versions for each.</td>
</tr>
<tr>
<td>April 29</td>
<td>Due Today: Signatures</td>
<td>Homework: Advertisements and Collateral. Prepare a magazine advertisement that promotes your new brand. Create a letterhead, business card, envelope. Also develop two additional items that effectively demonstrate your identity.</td>
</tr>
<tr>
<td>May 4</td>
<td>Due Today: Advertisements and Collateral.</td>
<td>Homework: Corporate Identity Brochure. Present the signature, corporate colors and typefaces, brief style guidelines to the constituency. Also present corporate philosophy, brand image.</td>
</tr>
</tbody>
</table>
| May 6   | Due Today: Corporate Identity Brochure. | **May 11** PDF, JPEG, Drop Box Demo. Work Day  
**Homework:** Semester Portfolios. Include four revised marks and Corporate Identity Project. All items must be presentation ready, mounted on board (where appropriate), bound and assembled. |
| May 13  | Due Today. Display all work completed this semester in 215. Work must be completely installed **before** class begins at 10.20. If your work is not up for display at the beginning of class, your projects will be marked late.  
Submit final project along with all work completed this semester. Workbooks for all projects must also be submitted. Be sure to include research notes, sources for paper and images. Submit in clean brown paper portfolio, clearly labeled with name and class.  
Electronic documentation of all projects must also be submitted before the beginning of class. If documentation is not submitted by this time, your grade will be lowered by one-half letter. Submit pdf files of 2D artwork, jpeg images of 3D work. | **May 20** Work will be available for pick-up in S215 at noon. |