

PROJECT 04

IDENTITY PACKAGE + BRAND GUIDELINES

ASSIGNMENT

Create a brand identity for the Nebraska Craft Brewery Board. Using the logo created in Project 3, develop an identity package including a business card, letterhead and envelope for the brand. Create a brand guideline for logo and graphic elements. Build a professional presentation of logo + identity package for client presentation on Nov 2.

DELIVERABLES

- Brand guidelines; 8.5 x 11 printed booklet
- Business Card; 3.5 x 2
- Letterhead; 8.5 x 11
- #9 Envelope; 4 x 9
- Presentation board; 13 x 19
(identity package mounted on mat board or foam core)

OVERVIEW

The design of your identity package should be an extension feel of the logo and mood board you created in Project 3.

Brand guideline should include logo sizing use & misuse, color palette, graphic elements, and usage examples (letterhead and business card) at minimum.

CRITIQUE

You will be asked to print your designs at many times through the design process. To cut down on that expense, most of the prints will be in black and white for review.

Your final 13 x 19 presentation board will display the trimmed and mounted identity package, including business card (front and back), letterhead and envelope at 100% scale.

The student is required to present their work to the client at final review on Nov 2.

MANDATORIES

On All: Nebraska Craft Brewery Board Logo from Project 3

Business Card:

Annette Wiles
Board Member
123 Brewery Road, Lincoln NE 68508
annettew@ncbb.com
402.555.1234
nebraskacraftbreweryboard.org

Letterhead & Envelope:

123 Brewery Road, Lincoln NE 68508
402.555.5678
nebraskacraftbreweryboard.org

PART 3: IDENTITY PACKAGE

- Step 1 - Ideate. Develop Sketches
for business card, letterhead
and envelope
- Step 2 - Digitize. Select 2 design approaches
for the package and to recreate on the
computer
- Step 3 - Refine. Select your most successful
design approach, create graphic
elements and finalize art

PART 4: BRAND GUIDELINES

- Step 1 - Develop usage rules for logotype
and symbol
- Step 2 - Collect graphic assets
- Step 3 - Build guidelines
- 1- Cover
 - 2- Logo Use
 - 3- Logo Misuse
 - 4- Color Palette
 - 5- Graphic Elements
 - 6- In-Use Examples
 - 7- Contact information

TENTATIVE DUE DATES

WED OCT 24

Part 3; Steps 1-2 complete

Part 4; Steps 1-2 complete

MON OCT 26

Part 3; Steps 3 complete

Part 4; Step 3 progress

MON OCT 31

Part 4; Step 3 complete

Turn in PDF of presentation on box

Presentation boards complete

WED NOV 2

Client Presentation @ Swanson Russell