

PROJECT 03

LOGO DESIGN

ASSIGNMENT

Create a brand identity for the Nebraska Craft Brewery Board. Create a logo using a pictorial mark or symbol with type that will be at the core of the identity.

DELIVERABLES

- Creative brief
- Mood board
- 13x19 printed presentation (mounted on mat board or foam core)
- Final intention statement
- PDF of presentation boards + all working files on Box

OVERVIEW

As competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable and create life long relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success, regardless of whether it is a start-up, a nonprofit, or a product.

Brand identity is the core elements that make up the branding system. It unifies disparate elements into a whole system. At the heart is the brand mark, logotype or symbol.

ABOUT NEBRASKA CRAFT BREWERY BOARD

Vision Statement: Grow the agricultural diversity and economic development of the Nebraska brewing industry.

Mission Statement: Work on collaboration towards a profitable, sustainable future that advances the interests of Nebraska's growers, brewers, distributors, retailers and allied trade. Promote and market "Grow Local, Brew Local, Buy Local". Support advocacy, marketing/business development, education and research that will enhance the economic condition of the agriculture and brewery industry in Nebraska.

CRITIQUE

You will be asked to print your logos 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.

For the final critique, the student will be required to print their logo series over two 13x19 prints and mount them flush or equally inset on mat board or foam core. First board will display color logo, the second will contain all variations including sizing, color (color, black/white, reverse) and orientation if applicable. The student is required to present their work to the client at final review on Nov 2.

MANDATORIES

Logo Text: Nebraska Craft Brewery Board

PROCESS

PART 1: BRAND DEVELOPMENT

- Step 1 - Client briefing
- Step 2 - Determine strategy
- Step 3 - Writing a Creative Brief
- Step 4 - Concept: Word Associations, Mind Mapping
- Step 5 - Visual & Competitive Research.
- Step 6 - Create Mood board

PART 2: LOGO DESIGN

- Step 1 - Ideate. Develop 48+ Iconic Sketches
- Step 2 - Refine & Digitize. Select 4 Icons and recreate on the computer
- Step 3 - Isolate a series of typefaces
- Step 4 - Determine how name/logotype goes with symbol
- Step 5 - Create color palette
- Step 6 - Develop variations for size, placement, color

TENTATIVE DUE DATES

WED OCT 5
Part 1; Steps 2-6 complete

MON OCT 10
Part 2; Steps 1-2 complete

WED OCT 12
Part 2; Steps 3-4 complete

WED OCT 17
Part 2; Revisions Steps 1-4 due, Steps 5-6 complete

MON OCT 24
Turn in PDF of presentation on box
Presentation boards compete

WED NOV 2
Client Presentation @ Swanson Russell