

# Identity System

**Re-design the visual identity of an existing company, organization or product. Create a logo and a system for its use — application of the mark to letterhead, promotional materials, signage and objects. The mark may be representational or abstract but must reference a specific attribute(s) in the simplified visual language of a logo.**

Identity design is a significant category within the graphic design field. It is the practice of creating marks and logotypes and developing visual systems for how they are used, in order to communicate the personality of an organization or company. Creatively, the identity problem is an interesting one: it requires both inventing a visual gesture to “mark” a person, company or organization and developing a logical and dynamic system for using the mark in various contexts. Identity systems generally consist of:

- a logo and how it is applied to items from printed matter to the 3-D environment;
- a typeface or group of typefaces;
- a color or group of colors;
- a particular way of using photographs and/or illustrations
- a rationale for the system of using the logo, explained in the simplest way possible (this is typically formalized into a guidelines book).

See numerous examples on my blog of identity work by Pentagram, Landor, 2x4 and Stefan Sagmeister. Read commentary on the Brand New site.

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## Specifications

The logo may consist of:

a SYMBOL + a coordinated type treatment for the full name of the organization OR  
a MONOGRAM, ie: an acronym + a coordinated type treatment for the full name OR  
a WORDMARK, ie: a distinctive type treatment for the full name of the organization alone.

The logo must work in both one-color and full-color contexts.

Design the application of the logo to:

Stationary: letterhead (8.5 x 11") + envelope (#10) + business card (3.5 x 2")

Web site home page

Three additional items of your choosing, such as banners, signage, advertisements, packaging, objects etc

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## Phase 1

Defining the Scope / due Nov 2 / PDF

Choose a subject that can benefit from a re-design. Research and compose a ‘brief’ outlining the background on the project. Include:

Name of company, organization or product

Current logo

Other parts of current identity system

Description/analysis of its shortcomings, problems, etc

Competitors, other relevant logos and/or identity systems

Words to describe the personality of the subject going forward

Visuals to describe the personality of the subject going forward

A list of proposed applications for your project (where to apply the identity)

*Assemble this material in InDesign to present to the class as a PDF.*

Phase 2	Research + Sketches / due Nov 9 / 6 @ 11x17
	<p><i>Create three 11x17 landscape pages to summarize your research.</i></p> <p>1] Make an extensive word list of attributes associated with the subject. Think about its goals, its audience, its personality. Consider attributes alone and combined. Look for visual suggestions/associations that come out of words on your lists.</p> <p>2] Create a “mood board” of images that describe the subject. A mood board is a collage or assortment of visuals that can inspire the design. Include images that directly and indirectly describe the essence of your subject.</p> <p>3] Create another “mood board” for the new identity. This one can include visual references for the new logo and other aspects of the identity system.</p> <p>Use the word list and mood boards as jumping off points for logo sketches. <i>Produce three 11x17 landscape pages. Minimum of 10 sketches per sheet = minimum 30 sketches total.</i> Include at least one page of pencil sketches of ideas (scan from your sketchbook), and at least one page of ideas executed in Illustrator.</p>
Phase 3	Refined Logos + Typeface Options + Application Sketches / due Nov 16 / 8 @ 11x17
	<p>Show refined executions of the logo and coordinated type treatments for the full name of the subject. <i>Minimum 3 logo options and 3 type options, presented on 3 11x17 sheets.</i></p> <p>Also, pencil sketches for applications. <i>Minimum 3 options per item, presented on 5 11x17 sheets (scan from your sketchbook).</i></p>
Phase 4	Applications / due Nov 23 / comps for stationary, home page, 3 more items
	<p>Refinement of one logo direction applied to system. Present applications executed in Illustrator. Show options as needed to explore your best ideas. <i>Comp up or create context as appropriate.</i></p>
Web Comparison	Replaces the third set of online readings / due Nov 30 / approx 750 words + pictures
	<p>Compare and contrast two Web sites in terms of their 2-D and 4-D qualities. 2-D includes composition, information hierarchy, typography. 4-D includes navigation, sequence. Choose from any sites in the Resource section of my blog.</p>
Phase 5	Process Book / due Dec 2 (draft) and Dec 9 (final) / 16-page saddle-stitch book
	<p>A book to show your thinking and steps in the process, up to the finished logo and applications. It will allow you to easily show the work and explain your rationale. Place research, sketches, digital iterations, and refined designs into the supplied book template (or make your own). <i>Minimum 16 pages plus cover. Saddle-stitch/staple.</i></p> <p>B+W hard copy draft due Thurs Dec 2</p>
Semester's Work	Revisions to earlier projects / due Dec 9
	Please re-submit all work from the semester; you may revise any earlier projects.