

# MEJ0482 - Media Design

## Project #4 - Brand Identity Development and Design

### Project Overview:

You are a freelance graphic designer and you have just been contacted by five separate brands that would like you to create a brand identity for them. Unfortunately, you've only got the time and resources to design one of them. You will choose one (1) company to design the brand identity for.

The five brands are called **Vivant**, **Livery**, **Zone**, **Jarrett's** and **Boba Bear**.

- **Vivant** - Global luxury fashion clothing brand a la Gucci, Louis Vuitton, Prada
- **Livery** - Global car ride service a la Uber or Lyft.
- **Zone** - Global-reaching music streaming service and social media platform that allows users to broadcast their current playlist to other users nearby so they can "tune in" to listen.
- **Jarrett's** - Raleigh-based seafood market and restaurant that sources its food from fisheries along the North Carolina Coast. Has a massive dining hall and seafood/grocery market built into an old refurbished warehouse space.
- **Boba Bear** - Local bubble tea and smoothie shop that just opened on Franklin Street. Quirky, fun, bright, open

### The Process:

To properly design the visual identity for either of these brands, you will need to consider a lot of different information. Included with the project material is a creative brief from each company that will give you basic information about the following:

- The Project Background
- The Objective
- The Target Audience
- The Message
- Tone Words

Using what you learn from this information—including doing research into companies who could be considered competition and seeing what their brands are like—begin building the components of the brand's visual identity that will need to be included in the final deliverable—a **digital style guide with an interactive page navigation menu**.

The style guide will tell the entire story of how you developed the visuals for the brand you choose. See Page 2 for a complete listing of what you are required to include in your brand identity guide.

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### The Deliverable:

The designer will need to turn in the following deliverable by the due date:

#### Interactive Brand Identity Guide

This well-designed and comprehensive document should be organized in sections and include the following:

- **A brand-consistent front cover illustration featuring the title of the document.**
- **An interactive page navigation system** that not only works well, but is also artfully designed and integrated into the document.
- **A mindmap** that shows your visual idea development for the brand.
- **A stylescape you have created that shows at least one user persona, the brand's voice and graphic language.** Include a description of your inspiration for the brand's visual identity based on what you know about the market, the brand's competition, and the brand's targeted customers. How did you find these images and examples?
- **A description of the colors you have chosen for the brand**—What is the brand's dominant/primary color? What informed your color choices? What are the relationships to the other colors? What emotions are you trying to elicit and why? What tools/software did you use to pick the colors?
- **Two (2) typeface choices for the brand** and guidelines for their use.
- **At least 10 sketches** from your logo/wordmark explorations.
- **The brand's logo**, either symbol-based or a well-developed logotype. There should be a description of how the logo was created, both full color and black and white versions, as well as any guidelines for use like clear space requirements, size/color restrictions, etc. Show all possible orientations of the logo.
- **Five (5) examples of the brand's design assets in potential "real-world" use cases such as merchandise or outdoor signage.**

**Your brand identity guide should be 8.5" x 11" in Interactive PDF format and can either be in a landscape or portrait orientation.**

