



Example: Kiddieup-Travel by eighthourday.com



The American Institute of Graphic Arts defines a brand as a person's perception of a product, service, experience, or organization. David Ogilvy, founder of Ogilvy & Mather in New York in 1949, is credited with developing "brand image," the idea that two identical services, people can be persuaded that one is in some way better.

B. Gordon + M. Gordon, 2005.

**The Assignment**

**You and your partner will be starting a company. Design an identity, consisting of a logo, businesscard and letterhead for your company.**

Research and ideas

You will work in **teams of two**. Choose a different partner than in Project01. Think about a company name, and decide, what services you are going to offer, and what audience you are targetting at. Think about how your company is special and different from the competition, and how you want to show that difference with your graphic design.

Due Oct 14-16th In the Labs:

- come up with the **company name**.
- write a **mission statement** in one sentence, describing what the company is doing.
- bring **5 variations of the logotype** (each), i.e. the name of your company written in 5 different fonts. Explain with point form write-ups, what the connotations of each of your font choices are (personality of the font) and why these are appropriate for your company (black and white, text only - no colour, no graphics)
- **10 hand-drawn sketches** (each) of your logo
- bring a pair of scissors and some scotch-tape to the next lab

rough timeline

Oct 14-16th: Research and ideas (logo, letterhead, businesscard)  
 Oct 21st-23rd: First Draft: Identity Design  
 Oct 28th-30th: Second draft: Refine your design, colour, paper  
 Oct 2nd (Lecture!) - Oct 6th: Final presentations