

final work

PROJECTS

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brand book

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BRAND

“It’s not what YOU say it is. It’s what THEY say it is.”

Marty Neumeier, *The Brand Gap*

This is where we begin. A brand is not (just) your logo, nor is it (just) your visual identity. A brand is at the core of all of these things – and all of these things together form and reinforce **the perception (= brand)** for a business or product.

The Bottom Line is that if there is one primary reason to strategically engineer your brand’s persona/personality inside and out, it is to crystallize the flavor of customer experience you deliver. This process should influence your strategy for every point of contact from the tone of marketing communications to the brand’s visual style and design to how you dress when you show up in one of your Instagram shots (or get tagged in another company’s shot). **Your brand is the experience customers have when doing business with your company.**¹

From the very first project (above), you have now reached the final culmination of everything you have completed in this class. In other words, your brand should be fully formed and it’s time to show it!

Everything you have created should go together into one full book (interactive PDF) of your brand. This book should be a professional explanation of a real brand, including everything from how to use one’s visual identity to the tone one uses when creating content for social media.

The book will live **online** at brandedshow.com and may also live on your own website and/or socials media. It will also be **printed** in class **and bound** in a way that resembles perfect bind (not saddle-stitch or spiral bind).

This is technically a Second Try (sometimes Third or Fourth Try) for everything you have handed in thus far. **Complete any changes to make each of these pieces perfect in your Brand Book!**

Also, please remember that all pieces must have correct spelling or you will fail this aspect of this project. The Brand Book is considered the vast majority of your FINAL GRADE for this class.

RUBRIC:

- Directions were followed accurately with absolutely no errors.
- All materials support brand positioning statement.
- The Brand Book reads well for someone who is viewing it as a real plan for a business (not a student project that had to complete for a grade).
- Is it clear that you understand how these guidelines would be used (hypothetically) by somebody else who is creating any work under your visual brand?
- Do all guidelines create a cohesive look?
- Do the guidelines follow your guidelines?
- Are explanations clear to provide directions to others?
- Are visual examples also given to aid in these directions?
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Does the final piece look professional?
 - > Is everything formatted well and consistently?
 - > Does the design system used follow brand?
 - > Is the design system used applied consistently throughout the book?
 - > Are all files included in packaged folder?
 - > Is the PDF interactive and do the links work?
- **ABSOLUTELY NO MISSPELLINGS. A misspelling will give you an F.**
Do not trust InDesign to do this for you. Take the time to use (at least) a free app!
- **Perfect grammar.** Sloppy grammar will reduce your grade.
- Tangible book is:
 - Printed on high-quality paper
 - Printed single-sided

Please note there is no time for a Second Try on this.

This and your final interview comprise THE FINAL for this course.

**FOLLOW THIS PROJECT SHEET'S
REQUIREMENTS.**

**DO NOT JUST BLINDLY COPY
WHAT WAS DONE LAST YEAR.**

- I have updated requirements and other small details from what was due in past years.
- **If you aren't sure, then PLEASE ask me.**
Not the day before it's due.

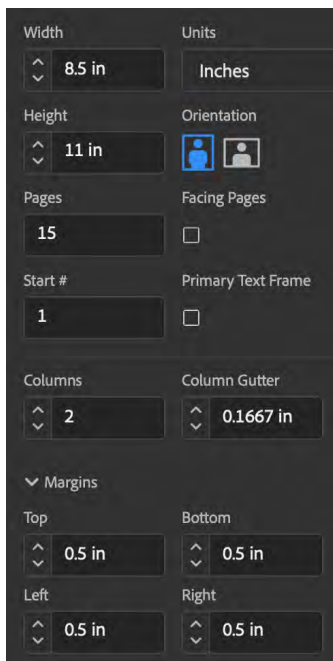
requirements

Much of the following is taken directly from your **Visual Guidelines**. You should start with this file (revised after viewing my comments from the project), re-save it, and build from there.

FILE SET-UP

You will build the file to be printed with **high-resolution (300 DPI) or vector images**. Links should be hyperlinked, even for the printed document that obviously doesn't link. Then when the file is also exported as an interactive PDF, the images can be compressed for the necessary smaller file size.

Name the file **YOUR LAST NAME_ BrandBook.INDD**.



- Setting up your document at Letter size (**8.5 inches x 11 inches**) with **.5 inch margins**, but this is not required.
- Do not use a bleed unless you are willing to cut down the pages. We are not printing double-sided, so this is fine to do on a couple of pages if you want to put in the effort.
- **DO NOT USE FACING PAGES FOR THIS DOCUMENT.**
- Start with **15 pages** and assign the Parent (below) to all of them. Then start building, adding or removing pages as you go.
- ▶ **REQUIRED:** Use [automated page numbers](#) on a Parent Page, even if your Parent Page is blank except for the page number.

- Setting up the document with **2 columns** is also a good idea because it can be ignored when you place one text box, but used as a guide if you want to make certain sections two columns.
- Layout the information consistently using your own brand's visual guidelines.
- Body text should be no larger than **10** or **11 pts** and use ample leading.

REQUIRED INFORMATION

COVER PAGE with company's **logo**. **Full name** also required if it is not the logo.

TABLE OF CONTENTS using Sections and Sub-Sections and correct page numbers.

SECTION (doesn't need to be capitalized like this)

SUB-SECTION (also doesn't need to be capitalized like this)

Extra Credit: Link the Table of Contents page numbers or sections to the page in the document.

Use Type : Hyperlinks & Cross-References : New Hyperlink, but link to a PAGE (Fixed) instead of a URL.

> **BRAND OVERVIEW**

- **Brand Positioning Statement**

Your (probably **revised**) statement. Really ensure this is a strong start to your Brand Book now that you have a better idea of what it really is. **USE GRAMMARLY** (or similar)!

- **Brand Board**

Not your Idea Board. Also, **update** your Brand Board if needed!

> **VISUAL GUIDELINES**

- (Name of your company) **Logo**

- **Components of Logo*** (if you have both a mark and logotype)

- **Clear Space Requirements**

- **Minimum Size**

- **Colors**

Note: These may need adjustments from your Visual Guidelines requirements!

For each color, show it and then include:

- **Pantone**, assume on coated stock unless you desire uncoated (example: PMS 468 C)
- **CMYK**
- **RGB**
- **Hexadecimal** (example: #EF000)
- **Grayscale** (only black – and optional % halftones of blacks for gray)
- **Reverse Color**
(on black BG, if it changes. If it doesn't change, you can either show it or just leave this off.)
- **Reverse treatment Grayscale** *(on black BG)*
- Approved Color Variations (if applicable)

- **Variation on Logo Structure*** *IF you can stack for a more vertical logo or separate for a more horizontal logo, show this.*

- **Unacceptable Logo Usage**

**If this is not applicable to your logo, remove it from the guidelines.*

- **Typography**

- Required to list both the **serif and sans serif options** for supporting typefaces and directions for each.
- Give the **preferred typeface** and then **1 option in case your first choice is unavailable**. Be sure the second option is very common if your preferred is not.

For example:

Preferred: Footlight MT Light

If unavailable, the second option could be the more common Times New Roman.

- Name the **typeface(s)** and show the **full alphabet, punctuation, and numbers of each**.

REMEMBER:

- This is the typography someone will use when, for example, writing a letter on your letterhead! This is not (necessarily) what font you used when designing your letterhead.
- “Supporting typefaces” are not the logotype. Logotype should be considered artwork. Listing the logotype will confuse the reader of the style guide, so DO NOT!

- **Visual Identity System**

- Business Card - show in flat art or mock-up, but not both.
- Letterhead - Show in mock-up. Also show as flat art including all spacing* and notes on how it should be used.

(Make sure all mock-ups are updated if you made changes since you turned this project!)

*Spacing includes:

- Margins
- Type treatment (*reference Typography section*)
- Leading
- Kerning/Tracking (*if applicable, but avoid*)

REMEMBER: You are not providing information how to print these either. The person using the Visual Guidelines would have the pre-printed letterhead and would feed that into their personal printer. They need exact instructions about where and how to place information.

- *Extra Credit: Show envelope as flat art or mock-up, but be absolutely sure it makes sense for mailing in the United States!*

- **Website Favicon**

- Show in use on top of a web page.
- *No size measurements needed anymore (required in Visual Guidelines), so leave those off.*

- **Social Profile Mark**

- **Instagram** - show in use on your Instagram profile page.
- *Why not LinkedIn? Because that should be a picture of YOU and Visual Guidelines explain how to use your logo.*
- *No size measurements needed anymore (required in Visual Guidelines), so leave those off.*

- **Email Sign-Off**

- See <https://www.hubspot.com/email-signature-generator>
- Finalize with all of your correct information for LinkedIn, Instagram, Behance (if possible), phone number, personal website (if possible), and email.
- Fill in the information and take a screen shot.
Place here in book.

> **RESUMÉ**

- **Place the PDF** of your resumé in an image box that sits within the margins of the page and has a black stroke. **Mock-ups are not allowed because they will become too low-res to read when the file is compressed.**

- At the bottom of the Brand Book page in very small (9 pt. or similar), include:

May 2024 resumé. Recent version available [online](#).

(then hyperlink "online" to your resumé PDF on your personal website).

> For example, I would do this. (Click the link to see.):

May 2024 resumé. Recent version available [online](#), assuming it was updated. ;)

> **REFERENCES**

- **Use what you completed in Section 3**, which takes your information from Section 1's References project and asks you to place contact information from that on your letterhead or some similar page that matches your resumé.

> CORRESPONDENCE

- **Cover Letter:**
 - Place an image of your cover letter. Be sure that it is clear and easy to read.
 - **Mock-ups are not allowed because they will become too low-rez to read when the file is compressed.**
- **Thank You Email:**
 - Write a short follow-up thank you letter to an interview (or some other short letter) in an e-mail **using your email sign-off. USE GRAMMARLY!**
 - Be sure the email is to the same person as your cover letter.
 - Take a screen shot.
 - *DO NOT actually send the email!*

> WEBSITE

- *This is your personal website. Behance will be with Social Media.*
- List your home page's URL (and www. if that is part of your URL.) Then hyperlink it.
> For example, I would write (and link) www.nikkiarnell.com
even though the URL is <http://www.nikkiarnell.com/>
- Take screen shots of all required pages (below from Section 2 Project Sheet) and anything else that properly documents your site.
- You may place them in mock-ups if you'd like. Both computer and phone screens are suggested, assuming you made a responsive page.

REQUIRED

- The site must be [responsive](#).
- The site must have (at least) the following sections. These sections may be reworded:
 - **Home** - *This section can combine with another.*
For example, the About page can also be the home page.
 - **About**
 - **Resumé** - *Resumé on page AND available as a downloadable PDF.*
 - **Work** - *Design portfolio (+ optional additional sub-sets of portfolios if you are also an illustrator/photographer/etc....or just do this after class is over)*
>> MINIMUM: all pieces approved in GRFX-4803, but not shown in a linear manner.
 - **Contact - Email • Phone • Socials** (*Instagram and LinkedIn minimum*) > *All except phone number are likely placeholders when this project begins, but update site as Sections finish.*

> SOCIAL MEDIA

- **Social Media Mission Statement** (from Social Media Form B)
- **Social Media Content Calendar** (just the 1 week calendar from Social Media Form C)
- **Scheduling Posts***
 - IF you used a scheduling app for any of your social media here, include this.
 - Tell the reader the story and use your screen shots to explain, including scheduled posts and actual posts.
 - ***If you did not use a scheduling app, remove this from your Table of Contents.**
- **Instagram**
 - Your **@username** >> Link to this page on the PDF.
For example, [@Prof Nikki](https://www.instagram.com/prof_nikki/) links to https://www.instagram.com/prof_nikki/.
 - **Screen Shot** (or multiple screen shots if necessary) of your finished **Profile**.
 - **Then explain** how you applied your **content creation calendar** (broad ideas) via brief words (checked for grammar and spelling) and **show evidence** of this via screenshots of some of your posts.
- **LinkedIn**
 - Your **name** on LinkedIn >> Link to this page on the PDF.
For example, [Nikki Arnell](https://www.linkedin.com/in/nikki-arnell-5aa30263/) links to <https://www.linkedin.com/in/nikki-arnell-5aa30263/>.
 - MULTIPLE **screen shots** of your finished **Profile** (because there's so much!).
 - **Then explain** how you applied your **content creation calendar** (broad ideas) via brief words (checked for grammar and spelling) and **show evidence** of this via screenshots of some of your posts.
- **Behance**
 - Your **@username or name** (whichever makes more sense with how your page is set up) >> Link to this page on the PDF.
For example, [Nikki Arnell](https://www.behance.net/profnikki) links to <https://www.behance.net/profnikki> because my profile states my name.
 - **Screen shot** of your finished **Profile**.
 - **Screen shot** of your **home screen** that shows your work.

> BUSINESS PLAN

- **STEP 1: Revise** anything that has changed on **Business Plan A** now that your brand is more fully formed.
- **STEP 2: Update** your **Business Plan B** with any revised math discussed in class.
- **STEP 3: Combine** both your Business Plan A and B projects into one piece. >>>>

- Student can then choose to show this in whichever of the following two ways makes sense; however, whatever way is chosen must clearly show the verbiage. >>
 - **CHOICE 1:** Type it as if it were part of the Brand Book’s explanation text. Ensure all subheads also follow your design system.
 - **CHOICE 2:** Still make sure the final Business Plan has perfect typography and export it as a PDF. Then place this PDF in an image box with a stroke and that sits within the margins of the page. In other words, like what you did for your resumé, but with multiple pages.

> FINANCIAL FORMS

- Clearly show an image of each of the following. (Flat or mock-up is your choice, but they must be easy to read.).
 - > **REQUIRED:** Title each of the following.
 - > **OPTIONAL:** Explain briefly what and how each of these are used.
Grammar and spell check what you write.

- **Estimate**
- **Quote**
- **Hourly Invoice**
- **Project Invoice**

> PROMOTIONAL MERCHANDISE

- Include **at least four mock-ups** of merchandise with their logo included. Find free layered PSD mock-ups of merchandise that makes sense for the brand.
- Options owned by Prof. Nikki will be shared with students on Slack.
- If you aren’t sure, do a mug, hat, bag, shirt, and portfolio tag.

> CONCLUSION or THANK YOU

- On the last page, have some small note of closure. Maybe thank the person for reading. Maybe it’s typed. Maybe you scan in your own handwriting. You decide!

DUE > WHAT • WHEN • WHERE


All of the following is **DUE** by **8:00 am Thursday, April 18th**.

IN GOOGLE DRIVE

DUE in shared **FINAL BRAND BOOK** folder:

- **Packaged InDesign file to print:**
YOUR LAST NAME_ BrandBook FOLDER
 - Fonts
 - Links
 - YOUR LAST NAME_ BrandBook.INDD
 - **PDF (Print)**

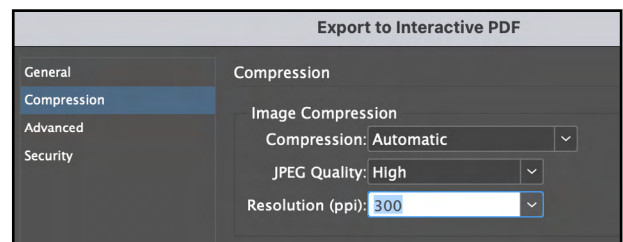
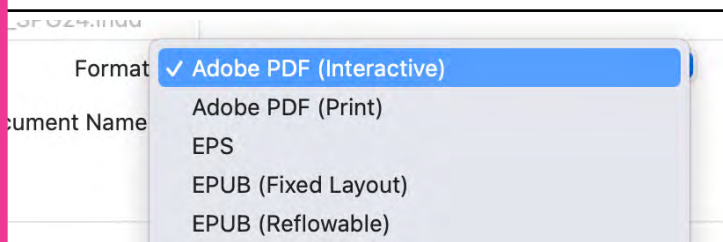
Copy Fonts (Except activated from Adobe Fonts and non-Adobe CJK fonts)
 Copy Linked Graphics
 Update Graphic Links In Package
 Use Document Hyphenation Exceptions Only
 Include Fonts and Links From Hidden and Non-Printing Content

Include IDML
 Include PDF(Print) Select PDF Preset: [High Quality Print] 

ON SLACK

DUE on **#4503_final_brand_book** channel.

- Then File : Export the InDesign file to an Interactive PDF.



- Post the compressed interactive PDF **YOUR LAST NAME_ BrandBook.PDF** in Slack.

[MAIN MENU](#)

branded: graphic design senior show

[OVERVIEW](#)

[RUBRIC](#)

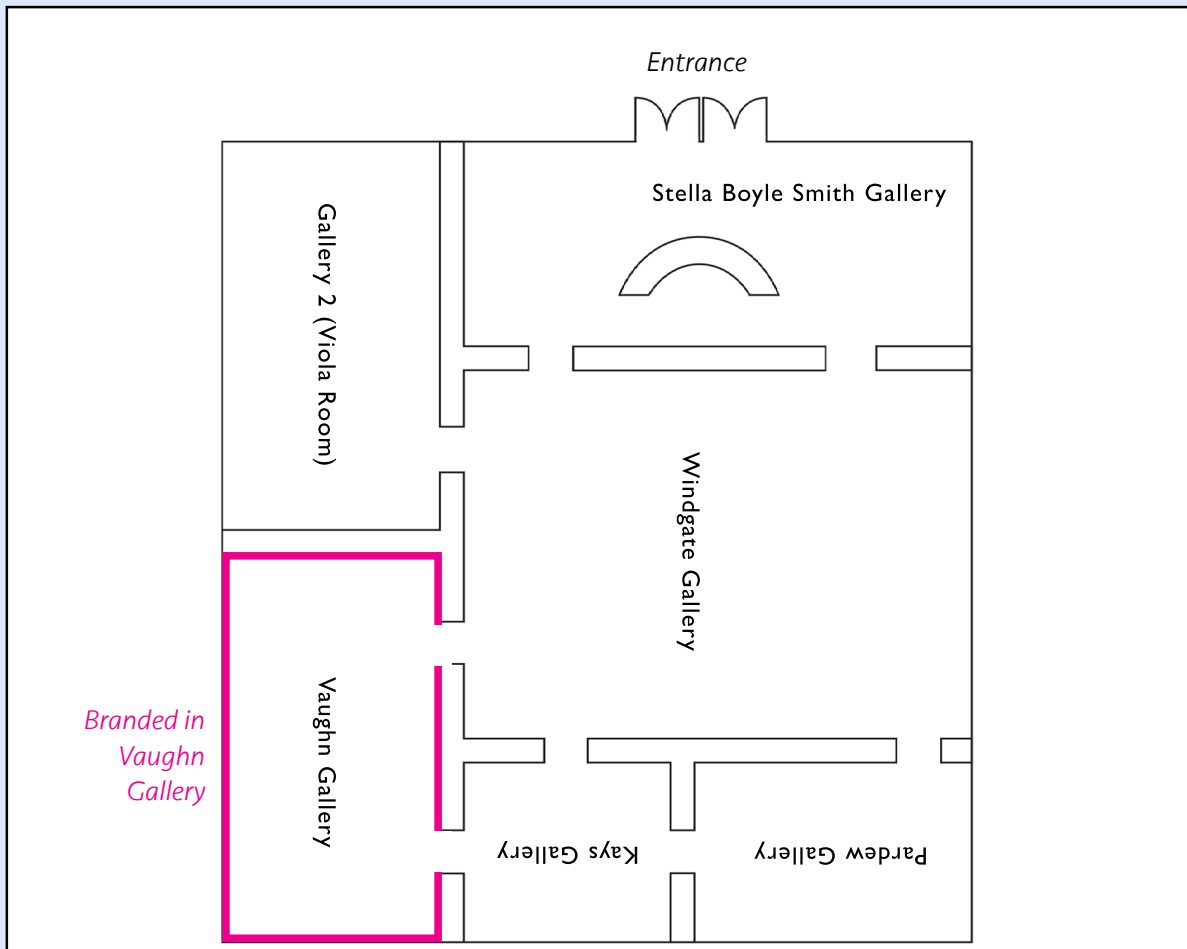
[MINIMUM REQUIREMENTS](#)

branded senior show plans

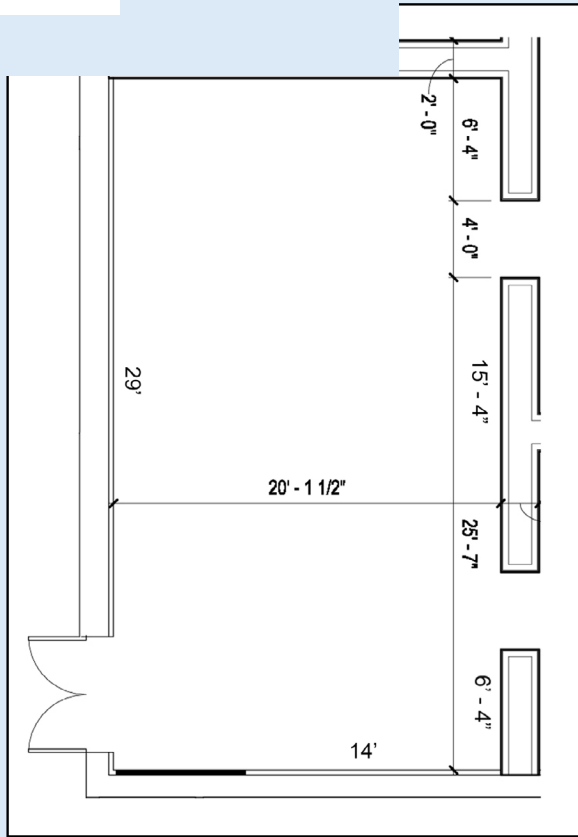
BRANDED: GRAPHIC DESIGN SENIOR SHOW OPENING NIGHT THURSDAY | APRIL 29 | 6-8 PM

Students are required to attend **5:30-8:30pm** - earlier if more setup time is required.

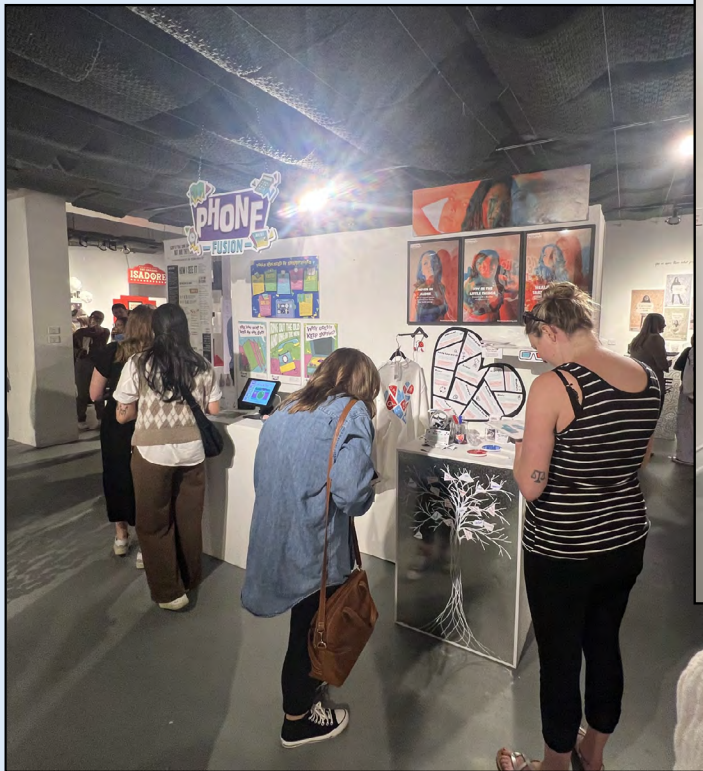
Elements from the show will be up until May 1st; however, April 29th is the one big night where each student stands in front of their work and engages/networks with visitors. This is a brand new forum for the annual Branded : Graphic Design Senior Show. Your pieces and performance are a culmination of both this course and Portfolio Capstone, and is a major part of your final grade for the course.



MENU



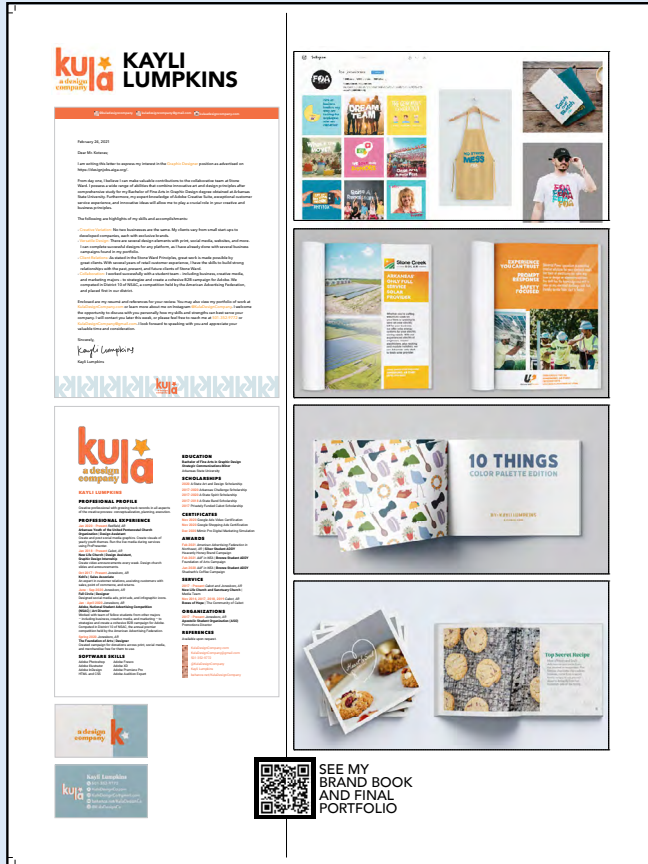
To the left is the floorplan for the Vaughn Gallery at BAM. Images below are from a senior show at another university. The students had developed a retail brand and showcased all developed, cohesive work in a small gallery space. Begin to consider how you can emulate something like this to showcase your brand and its elements, as well as aspects of your portfolio pieces. The large posters will still be printed and hung on walls (see template from previous years on next page. >>)



As explained above, these pictures are from an exhibit at another university. These are not Branded.

Previous years took up the entire Fowler Center Grand Hall and each student had their own large table. This was impressive; however, it disconnected with the rest of the BFA Senior Show work and work was only “up” for the one night.

These are from Branded at A-State.



RUBRIC:

- All provided directions followed >>

BEFORE THE EVENT:

- Student shows up to Bradbury Art Museum with class at 10am on Tuesday, April 9th and documents space, discusses plans, engages with BAM staff.
- Student is in contact with BAM and/or professors to ensure their performance and space at the event is the best it can be. Student does not count on only doing what they are told because this is a minimum. Students must excel and use the professional communication they have been taught.
- All materials created before the event to the highest quality. This includes at a minimum:
 - **At least 100 business cards professionally printed.**
 - **Brand Book printed on high-quality paper and bound professionally** using thermal binder in class. Spiral and staples will reduce grade.

AT THE EVENT, scheduled April 25th, 6-8pm

- Student arrives 30 minutes early (**5:30pm**) and is not late.
- Student stays after event to clean up and does not leave until 8:30 unless released by professor.
- All materials at show support brand positioning statement.
- Minimum [required materials](#) are present at show.
- Significant effort put forth to further brand space and self.
- Significant effort on night of Branded to engage with public in a professional manner.
 - Professional engagement taught in interview workshops used.
 - Business cards or other tangible and/or digital means of engagement provided.
 - Efforts to obtain followers on social media.
 - Resumé and/or business cards are handed out to those who will take them.

requirements

MINIMUM REQUIREMENTS

Student should keep track of notification on Slack **#4503_final_brand-book** and **#4503_final_senior-show** to ensure none of the following changes as plans come together for the show. Student should also make every effort to go beyond the minimum requirements.

FYI: Wi-Fi is not dependable in the gallery space!!!

- 1 tangible Brand Book
- Stack of at least 50 business cards.
- At least 1 tangible printout of a resumé in color on nice paper that matches what cover letter is printed on. *Minimum quality is copy paper. Use nicer paper if possible, but DO NOT use anything other than laser-printed paper in the Minolta.*
- At least 1 tangible example of cover letter (on letterhead). *Paper matters!!!*
- Stack of at least 35 printed resumé in color on (at least) normal copy paper.
- Laptop or tablet to show digital portfolio, which is a linear “book” as a PDF file you will build in Portfolio Capstone class. Set it up as a looped, automated slideshow easily in either Preview or Acrobat. *The university will let you borrow these the night of the event with enough advance notice if you do not have something!*
- Poster printed to hang on the wall.
Template provided to student. Prof. Nikki will print these in class.
- You dressed up as if you were going to an interview at an ad agency or design shop.
This will be explained in the Interview Workshop what that means. If you have questions, ask Prof. Nikki before the event.
- As many other things as possible to ensure your “space” is yours alone and engages with someone walking into the gallery the night of the event. It should be visually loud enough to be “heard”!