**BRIEFING: SWERVE**

Logo

* What we have: Mascot and typography.
* What we need to define:
  + Clear space and minimum size;
  + Colors and their HEX codes: Primary, secondary, and support (rainbow colors);
  + Logo Pairing: Create a clear and consistent visual identity when associating the logo with other brand-related content;
  + Social Icons: Minimum size, usage with other social icons, background color when using the white logo, presentation preference (it is preferable for the logo to be presented without a container. However, if a container is necessary to match other icons, we can use: circle, square, or square with rounded corners);
  + Misuse: Color alterations, distortion or irregular resizing, application of unauthorized effects, usage on inappropriate backgrounds, modification of the logo’s shape or style, usage with improper containers, combination with other elements in a confusing way, rotation, or inversion;
  + Typography: Alignment with the brand identity, brand personality (serif font, sans-serif font, script or handwritten font, geometric font), brand tone, legibility, and functionality (primary: used in the logo and titles; secondary: used in supporting texts like descriptions and footers), connection with the target audience, versatility and application, differentiation (explain how the typography helps the brand stand out from competitors), coherence with other visual identities, sustainability and technical standards, inspiration, and aesthetic reasoning.

Shape of the bottle

* + - Visual Identity and Brand Recognition: the unique shape of the bottle becomes a distinctive element that allows consumers to instantly recognize the brand, even from a distance or among competitors.
    - Consumer Experience: the bottle's design influences ergonomics and usability, ensuring it is easy to hold, open, and consume. A well-designed shape enhances the sensory experience and creates an emotional connection with the product.
    - Market Differentiation: in a competitive market, a unique bottle shape helps the brand stand out on shelves and among competitors offering similar products.
    - Brand Personality Communication: the bottle's design reflects the brand's values and purpose, such as luxury, sustainability, modernity, or tradition.  
      For example, minimalist bottles suggest sophistication, while bold designs can highlight creativity and boldness.
    - Functional and Practical Attributes: the shape can be designed to accommodate the type of beverage (water, juice, soda, wine, etc.), ensuring the contents are stored appropriately. It can also be optimized for easier transport and storage, both for consumers and retail spaces.
    - Sustainability and Materials: the choice of shape influences the use of materials and environmental impact, an increasingly important factor in consumers' purchasing decisions.
    - Perceived Value: a sophisticated or exclusive shape can increase the perceived value of the product, especially in premium categories, where design is associated with quality.
    - Impact on Advertising and Marketing: a well-designed bottle can be used as an icon in marketing campaigns, serving as a visual and memorable extension of the brand.

Brand Document

* Introduction to the Brand: Brand overview, mission, vision, and values; brand history;
* Visual Identity:
  + Logo: Main logo version, variations (monochrome, vertical, horizontal, usage on light and dark backgrounds, clear space rules, and minimum sizes);
  + Brand Colors: Official color palette (including HEX, RGB, CMYK, and Pantone codes), guidelines for color combinations;
  + Typography: Primary and secondary fonts, and guidelines for font sizes and line spacing;
  + Icons and Graphics: Style of illustrations, icons, or other graphic elements;
  + Images: Photographic style (e.g., minimalistic, vibrant, black and white, etc.) and recommended or prohibited image sources;
  + Patterns and Textures: Patterns or textures that are part of the visual identity.
* Brand Tone and Voice:
  + Brand Personality: Adjectives defining the overall tone (e.g., professional, friendly, creative);
  + Communication Style: Is it formal or informal? Is humor allowed? Use of emojis, slang, or jargon.
* Practical Applications:
  + Social Media: How to apply visual identity in posts and dimensions/proportions for images on different platforms;
  + Website and Digital Interface: Guidelines for website and app design (e.g., buttons, icons, digital fonts);
  + Packaging and Advertising:
  + Uniforms or Merchandising: How to apply the identity to uniforms, T-shirts, mugs, etc.
* Rules for Usage:
  + What to Do: Examples of correct usage of the logo, colors, typography, etc.;
  + What NOT to Do: Examples of misuse, such as logo distortion, wrong colors, or unauthorized fonts.
* Target Audience: Brief description of the brand's target audience (persona) and how the communication and design are tailored to their needs.
* Competition and Differentiation: Who are the main competitors? What makes the brand unique compared to others?
* Brand Message: Slogan or tagline; positioning statement on how the brand positions itself in the market.
* Licensing and Legal Guidelines: Rules for usage by partners or third parties.
* Contact: Contact information for questions about brand usage; name or department responsible for visual identity matters.
* Stories and Inspiration: How the brand impacts people or society.
* Templates: Ready-to-use templates for graphic materials or presentations.

Wireframe

* Creation of Wireframes and Prototypes:
  + A hi-fidelity wireframe and prototype must be developed for all selected website pages.
  + Must include versions for mobile, tablet, and desktop.
  + Recommended tools for creating prototypes are Adobe XD or Figma.
* Optimized Images:
  + Optimized images are mandatory in the submitted XD or Figma file.
  + These images must also be organized in a folder (e.g., images folder).
* File Size and Technical Evaluation:
  + The size of the submitted XD or Figma files will be evaluated as part of the technical grade assigned to the workflow of the final submission.
  + Stretched or distorted images in the prototype or final website will have a significant negative impact on the evaluation.
* Materials and Required Assets:
  + All branding materials, such as web/marketing/advertising designs, original photography, sketches, artwork, and graphic assets, must be included in the submission.

Website

* A fully functional responsive website with some dynamic content (HTML/CSS/JS/Image files, etc.).
* The project must be maintained using Git for version control and uploaded to GitHub.
* Include web-ready assets via the GitHub link as part of the submission for this course.

Animation

* A commercial video (.mp4): For detailed information on the project overview, assignment description, technical requirements, grading, submission requirements, and due date, refer to the course booklet.

FIP Tasks

* HTML: (3 mobile-first responsive pages, including a contact form/page, no splash pages).
  + One of these pages MUST be index.html.
* CSS and JavaScript;
* 3D Models and Animation: Create and/or update 3D models or animations for video and website;
* Layout and Design Work: Using Adobe XD, Illustrator, Photoshop, InDesign, etc.;
* Interactive Content Strategy: Showcase more content (e.g., promotions, brand special features) through user interactions like clicks, hovers, or keypresses.

**DUE DATES**

* 24/01: Meeting to finalize decisions;
* 25-27/01: Prepare materials for submission/presentation to professors.