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| **Title** | **Brand Identity Systems Style Guide - Project 4** |
| **Contact Information** | Steve Child  USC Iovine and Young Academy  [child@usc.edu](mailto:child@usc.edu) |
| **Duedate** | **Round 1:**  Week 8: March 8th  I will want to see regular updates during the semester.  **Final Brand Guide:**  Week 15: April 27th or 29th |
| **Format Expected** | Team Presentation to the Class |
| **Description** | **Branding Systems Style Guide:** The purpose of style guide is to provide direction and consistency to all elements of your Company identity. I've provided style guide examples in the content folder.  The 1st order of business is to develop a strong and appropriate logomark that represents the spirit of your company. It needs to be readable at all sizes and it needs to be flexible and adaptable to all applications. Most style guides provide the do's and don'ts of how to use/apply the logomark so there are no mistakes for those who were not in directly involved in the design. You will write a brief brand story. You will write a short tagline which can be used independently and in combination with your logomark. You will develop a 2-color and extended color palette and include primary and secondary typography. You will also include an app icon as appropriate for particular teams. You also be presenting imagery and illustrations that can be used for advertising. PRESENTATIONS of your Style Guides to class will be delivered on duedate and finals.  **BRAND GUIDE:**   * Cover page * Introduction of Product + Brand Story * Mission statement + Ethical Guidelines (abbreviated) * Logo 1 Usage: Black Logo on White Background and White Logo on Black Background * Logo 2 Usage: Color Logo in 2-color Pantone and CMYK breakdown * Logo 3 Usage: Color Logo with tagline * Logo Icon for App use – alone and in context with other app icons (teams with app product) * Color Palette: 2 Logo Colors, plus 2-3 extended brand colors * Typography: Primary and Secondary Typefaces * Imagery: Imagery Board to use in Photography/Illustration and Advertising * Website Splash Page with Logo and Links (teams as appropriate) * Social media post example FB, Twitter, Instagram   <https://www.youtube.com/watch?v=JTSGDuwYSJU>  <https://www.youtube.com/watch?v=an9_EvwOMNc>  <https://www.youtube.com/watch?v=Fz-XGd8EX3U>  (15min. in) |