GDT 218 – Graphic Production

Brand Identity\_

The visual elements that will communicate the brand.

What are you branding? Product. Service. Event. Location.

Style guidelines will provide a set of parameters to ensure the brand is implemented consistently across all of the marketing materials.

(i.e. Walmart Brand Guide \_pdf) pg 33-

Develop a style guide for the logo.

Include parameters for the logo.

Font

Minimum size

Color

Postive/reverse

Clear space

Include color palette that may be used in addition to logo color(s).

Include typeface(s) that may be used in addition to logo typeface(s).

This guide should be designed using graphic design principles.

Software: InDesign

Finished Size: designer’s discretion