



DeVry
Extramurals



TNBA Sample Design Brief

Presented by DeVry Extramurals

Version 1
Published August 15, 2012
Created by DeVry Extramurals Team



Table of Contents



Change History

Version 1 :: August 14, 2012

- Initial document template selection
- [Change description]
- [Change description]
- [Change description]

Version # :: [Month] [DD], [YYYY]

- [Change description]
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Version # :: [Month] [DD], [YYYY]

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Strategy

True North Brigded Composites has approached DeVry University for assistance with the development of its brand identity as well as related assets, including logos, web site design and other services. DeVry has concluded that TNBC can assist in the brand-development process as part of its training and education efforts in web and graphic design and computer science departments.

This chapter contains:

- Logos
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]



Logo

[Chapter description (optional) Eprate volor aut autemoluptat as dolorerio dolora sitia doles molut faccate pa conseratem as sed ut dis si a quam ut facest unt etur aut a con plaut aliberisciis exeris eos et poresci psamusae. Hillaut estesecus.]

This chapter contains:

- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]



Page Title Introduction



[Explain logo elements.] The EightShapes signature is made up of two components: the stylized "ES" and the wordmark. These two elements are always placed together and should never appear independently.

[Additional logo notes] Iquat nonsequisis atem vel ullut aliscil dip endio od mod del iure feugait delendiam, quam vendips uscidunt wisim velesenibh eugero cor susciliquisi tissis num am eugue tinit venim incilluptat.

Required File:

logo.eps

Provide instructions on where the source file can be found, and any critical limitations or restrictions outlined on other pages of the style guide.



Logo Size [Page Title]

Measurement Area



Minimum Size



We have designated the minimum size for our logo to help it stand out as much as possible. While the minimum size here should meet most needs, make sure it is never smaller/larger than what can be clearly executed. Some uses [examples] may require larger sizes.

[Optional paragraph for additional explanation/clarification.] Iquat nonsequis atem vel ullut aliscil dip endio od mod del iure feugait delendiam, quam vendips uscidunt wisim velesenibh euguero cor susciliquisi tissis num am eugue tinit venim incilluptat.

Required File:

logo.eps

Provide instructions on where the source file can be found, and any critical limitations or restrictions outlined on other pages of the style guide.



Goals

[Strategy introduction Ectem elit lum venis nulla ad dolobor percillaor aliquam ea feu faccum ea feugiam auguero commy nonsecte magnibh et amet acincin hent ad diam quat. Ut esequis el dolore mincidunt vendigna aliquis moloborperil irit lum dolorercipit vel ex ea alit laortin isisim enit ad min hendit at. Duis nonsed ming essequi smodio odolore magnim ero core]

1 [Strategy Objective]

[Objective descriptionctet am etue magna commodolore molor iriusting ero]

2 [Strategy Objective]

- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]

3 [Strategy Objective]

- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]

4 [Strategy Objective]

[Objective description ecte delenis niam, si. Ectet etue magna commodolore molor iriusting ero]



Logo Variations



[Explain acceptable logo variations, including any color substitutions, and the preferred background.] Accum volorem eliquam, quis dio conse modipit lam enisit ea facip eu facidunt doloborrate dolorper alit volor alis nisl utat nulput ipit ad ent velessi.

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[Color Name]

- Process Color
- CMYK value
- RGB value

[Color Name]

- Process Color
- CMYK value
- RGB value

[Color Name]

- Process Color
- CMYK value
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[Color Name]

- Process Color
- CMYK value
- RGB value



Page Title Restrictions



[Describe unapproved use]



[Describe unapproved use]



[Describe unapproved use]



[Describe unapproved use]



[Describe unapproved use]



[Describe unapproved use]



[Describe unapproved use]



[Describe unapproved use]

[Introduction to how not to change the logo.] Core tin eu faccummy nonsed magnit lamconullan euipit accum volorem eliquam, quis dio conse modipit lam enisit ea facip eu facidunt doloborerate dolorper alit volor alis nisl utat nulput ipit ad ent velessi.



[Chapter Type]

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This chapter contains:

- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]



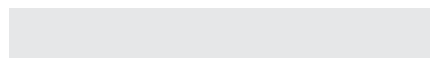
Color Palette



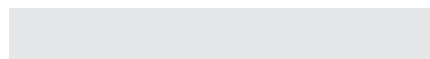
White



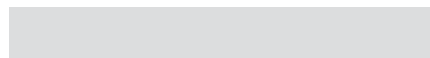
Black



Gray 5%



Gray 10% (Common background color)



Gray 15%



Gray 20% (Common background color)



Gray 30%



Gray 40%



Gray 50%



Gray 60%



Gray 70%



Gray 80%



Gray 90%



Orange



Red



Blue



Olive



Green



Light Yellow



Light Purple



Light Cyan



Dark Yellow



EightShapes Orange



EightShapes Maroon



Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890"!@#\$\$%&?

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890"!@#\$\$%&?

Myriad Pro Bold

This typeface exemplifies our brand through its consistent weight, clean lines, and modern style. To core tin eu faccummy nonsed magnit lamconullan euipit.

Committment to these perscriptions creates a consistent and recognizable identity. Accum volorem eliquam, quis dio conse modipit lam.

[Acceptable font substitutions for specific characters (usually numbers, punctuation) where necessary.] lquat nonsequisis atem vel ullut aliscil dip endio od mod del iure feugait delendiam, quam vendips uscidunt wisim velesenibh euguero cor susciliquisi tissis num am eugue tinit venim incilluptat.

[Perscribed applications for this particular typeface - may be a specific media type (print, online), or specific structure (headings, body text).] Dolutpatie min ulputat. Ut am, consequi tatue dolut ing elismolobore tinit la feugiam.



[Grappier Name]

[Chapter description (optional) Eprate volor aut autemoluptat as dolorerio dolora sitia doles molut faccate pa conseratem as sed ut dis si a quam ut facest unt etur aut a con plaut aliberisciis exeris eos et poresci psamusae. Hillaut estesecus.]

This chapter contains:

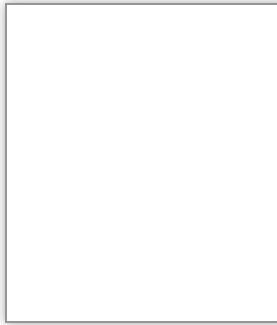
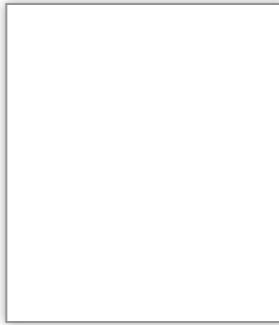
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]



[Page Title]

[Image Theme]

[Short description and/or key words associated with this theme.]



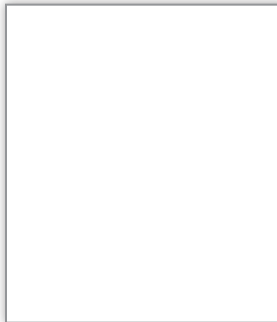
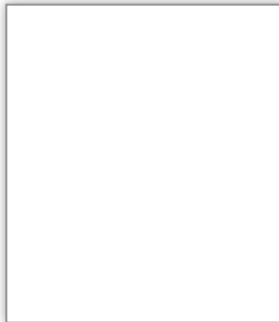
[Describe how imagery plays a role in building/maintaining the brand. Include possible distinction between imagery and photography.]
Volorem eliquam, quis dio conse modipit lam enisit ea facip eu facidunt doloborerate dolorper alit volor alis nisl utat nulput ipit ad ent velessi.

When to Use Imagery

[Provide guidelines for acceptable uses of photography or other imagery.]
lquat nonsequisis atem vel ullut aliscil dip endio od mod del iure feugait delendiam, quam vendips uscidunt wisim velesenibh eugero cor susciliquisi tissis num am eugue tinit venim incilluptat.

[Image Theme]

[Short description and/or key words associated with this theme.]



Our Personality

[Brand Personality Trait]

[Brand Personality Trait]

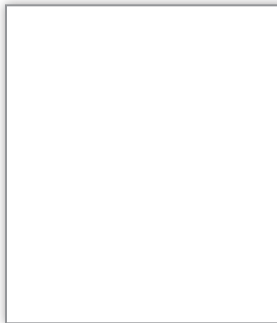
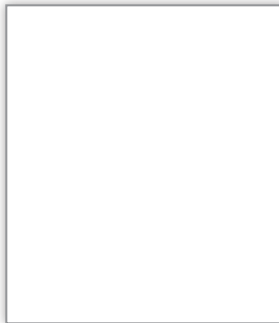
[Brand Personality Trait]

[Brand Personality Trait]

[Brand Personality Trait]

[Image Theme]

[Short description and/or key words associated with this theme.]



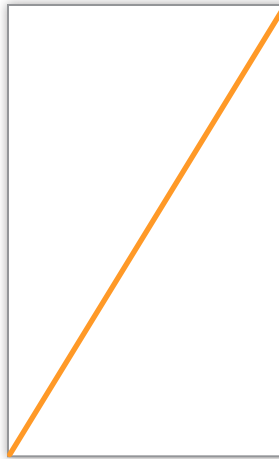


Photography Guidelines

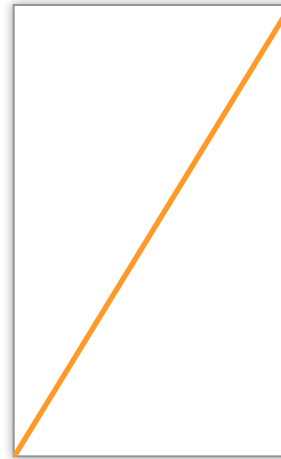
Describe the philosophy of icon usage a ullamcorper condimentum, tellus nulla fringilla elit, a iaculis nulla turpis sed wisi. Fusce volutpat. Etiam sodales ante id nunc. Proin ornare dignissim lacus.

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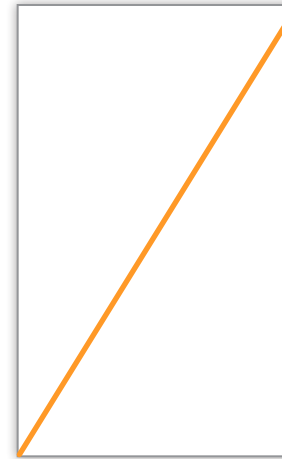
Nunc porttitor nunc a sem. Sed sollicitudin velit eu magna. Aliquam erat volutpat. Vivamus ornare est non wisi. Proin vel quam. Vivamus egestas. Nunc tempor diam vehicula mauris. Nullam sapien eros, facilisis vel, eleifend non, auctor dapibus, pede.



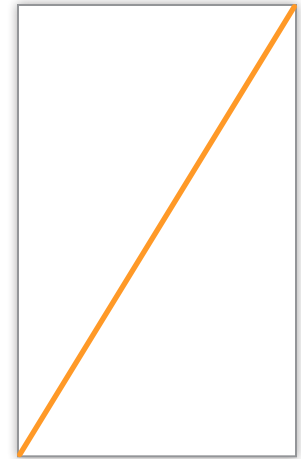
[Description of do or don't]



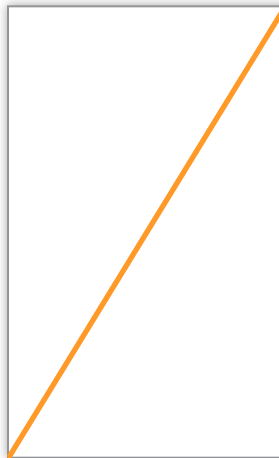
[Description of do or don't]



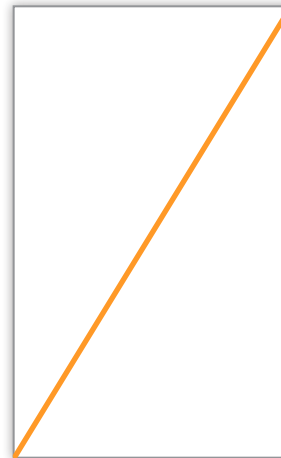
[Description of do or don't]



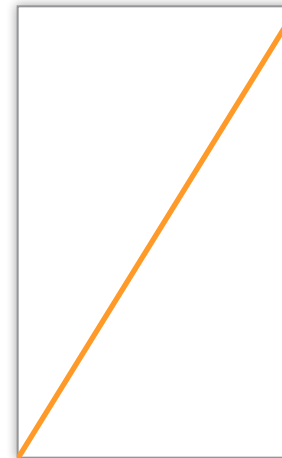
[Description of do or don't]



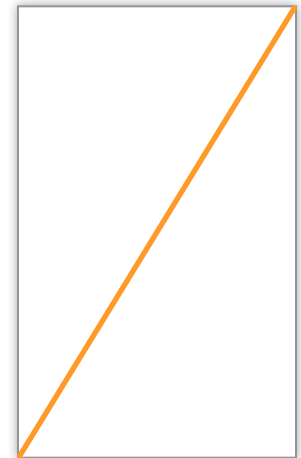
[Description of do or don't]



[Description of do or don't]



[Description of do or don't]



[Description of do or don't]



Design Objectives

[Strategy introduction Ectem elit lum venis nulla ad dolobor percillaor aliquam ea feu faccum ea feugiam auguero commy nonsecte magnibh et amet acincin hent ad diam quat. Ut esequis el dolore mincidunt vendigna aliquis moloborperil irit lum dolorercipit vel ex ea alit laortin isisim enit ad min hendit at. Duis nonsed ming essequi smodio odolore magnim ero core]

1 [Strategy Objective]

[Objective descriptionctet am etue magna commodolore molor iriusting ero]

2 [Strategy Objective]

- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]

3 [Strategy Objective]

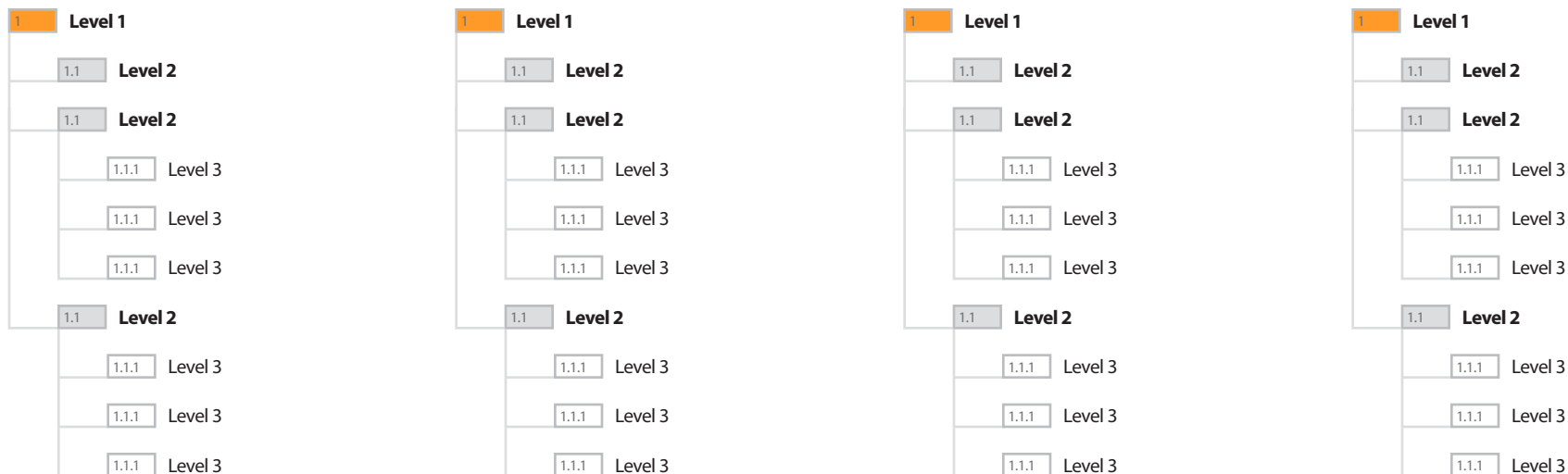
- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]

4 [Strategy Objective]

[Objective description ecte delenis niam, si. Ectet etue magna commodolore molor iriusting ero]



Site Map



Legend

- | | |
|----------|--------------|
| Level 1 | Exists Today |
| Level 2 | Future |
| Level 3+ | |



Pages

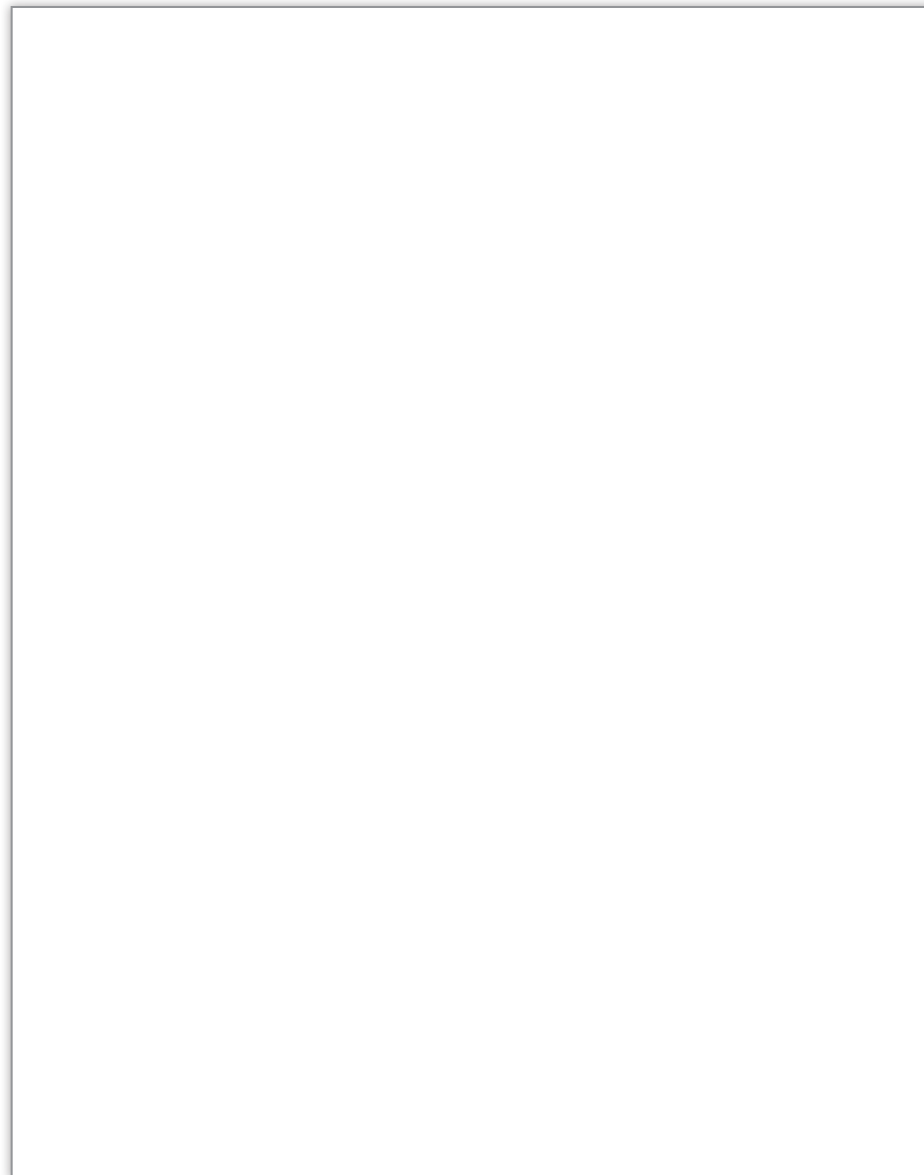
[Chapter description (optional) Eprate volor aut autemoluptat as dolorerio dolora sitia doles molut faccate pa conseratem as sed ut dis si a quam ut facest unt etur aut a con plaut aliberisciis exeris eos et poresci psamusae. Hillaut estesecus.]

This chapter contains:

- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]



1. Homepage



[Figure Title]

[Introduction to wireframe Met ut lor adit augait prat, sustio odipis eugait lor se veril ullaamet, venis am ver iure veliquat wisl]

NEW Media Banner

→ [Object] [Handler]:
[Behavior description that spans two lines and appears relatively dense when worded so densely]

↪ If (user is signed in), then display. Otherwise, hide.

□ [Data format guideline]

□ [Data format guideline]

□ [Editorial guideline]

□ [Editorial guideline]

G##v# [Compoment]

→ [Object] [Handler]:
[Behavior description that spans two lines and appears relatively dense when worded so densely]

□ [Editorial guideline]

G##v# mponent/Instance Name]

→ [Object] [Handler]:
[Behavior description that spans two lines and appears relatively dense when worded so densely]

→ [Handler]:

[Behavior description]

□ [Data format guideline]

□ [Data format guideline]

□ [Data format guideline]

□ [Data format guideline]

□ [Data format guideline]

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□ [Data format guideline]

and appears relatively dense when worded so densely]

→ [Handler]:

[Behavior description]

□ [Editorial guideline]nse when worded so

densely]

□ [Editorial guideline]

G##v# [Component/Instance Name]

□ [Editorial guideline]nse when worded so densely]

□ [Editorial guideline]

NEW [Component/Instance Name]

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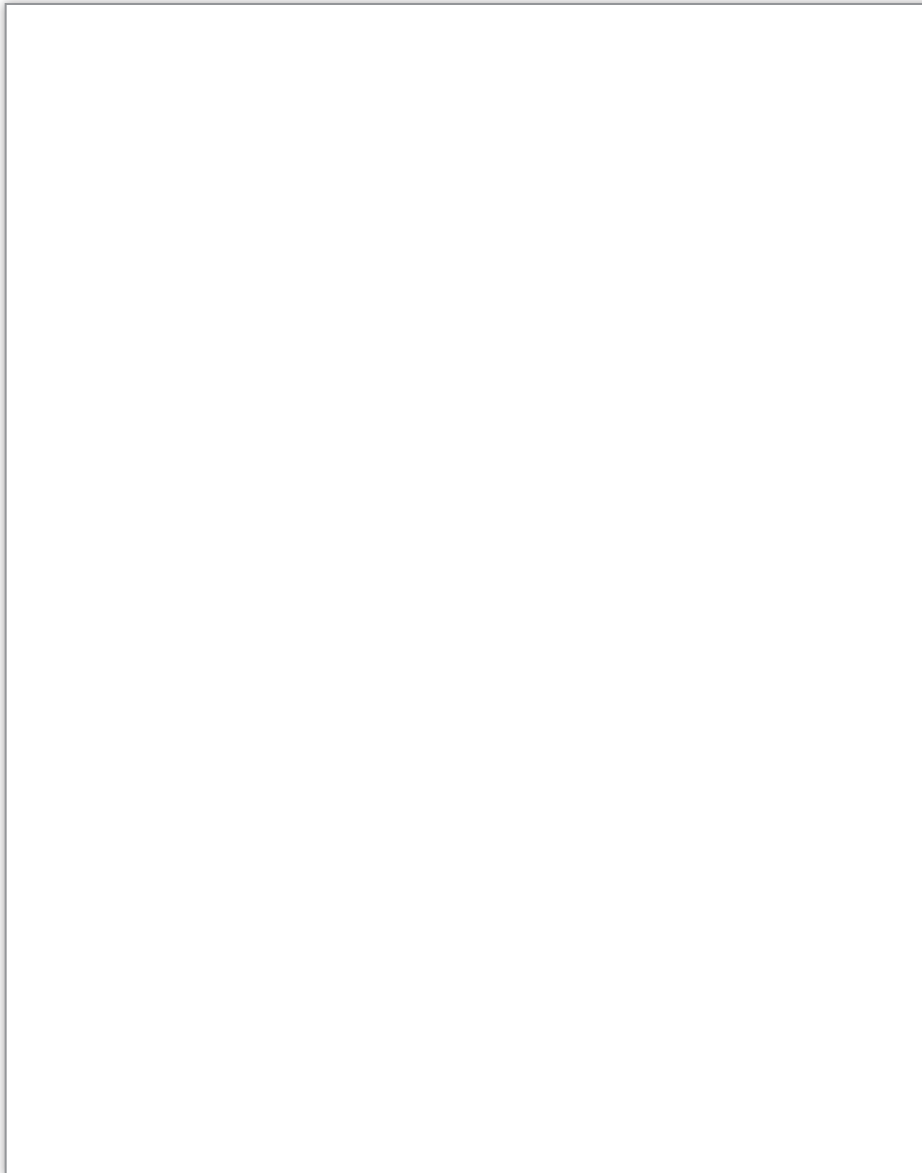
densely]

□ [Editorial guideline]

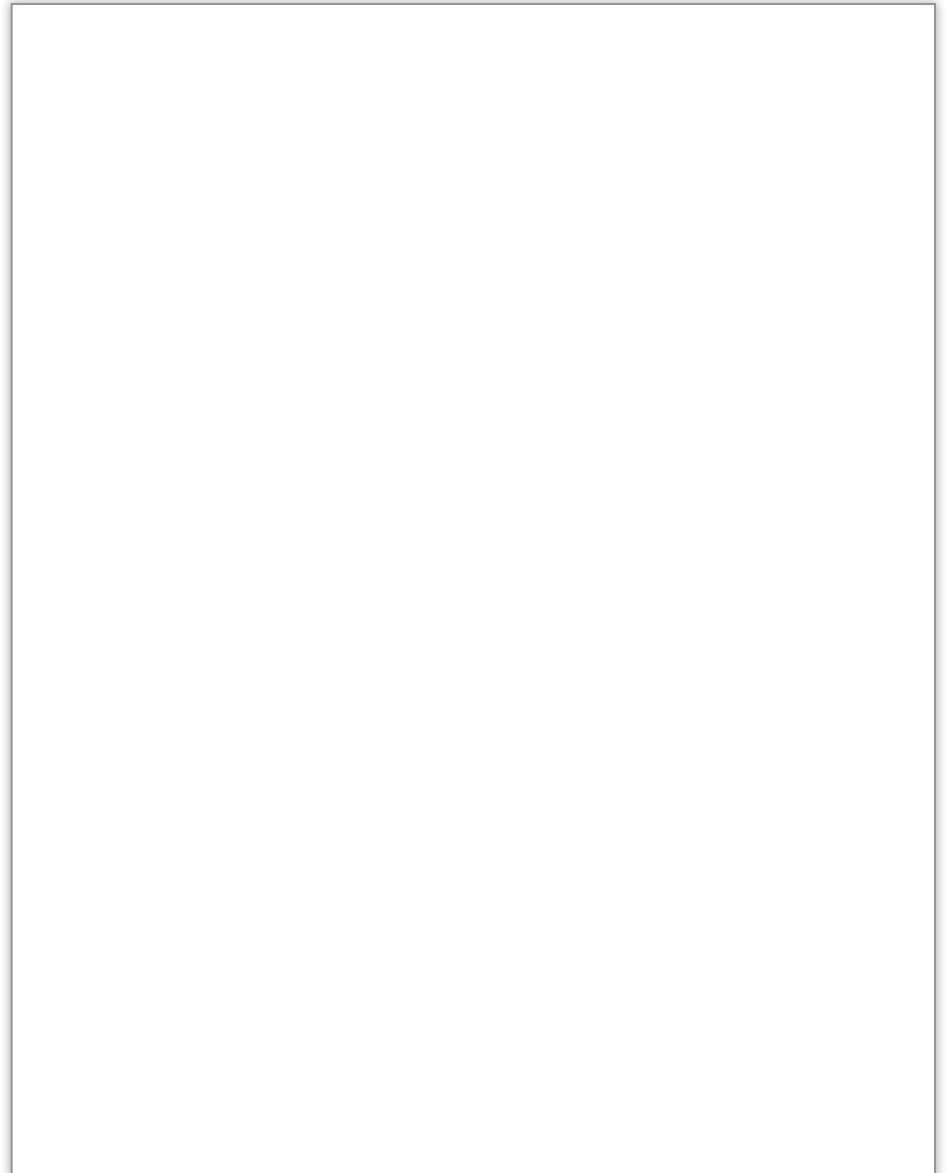
Display: ● Required ● Recommended ○ Optional || Spec Type: → Behavior ↪ State □ Editorial □ Data



Variations



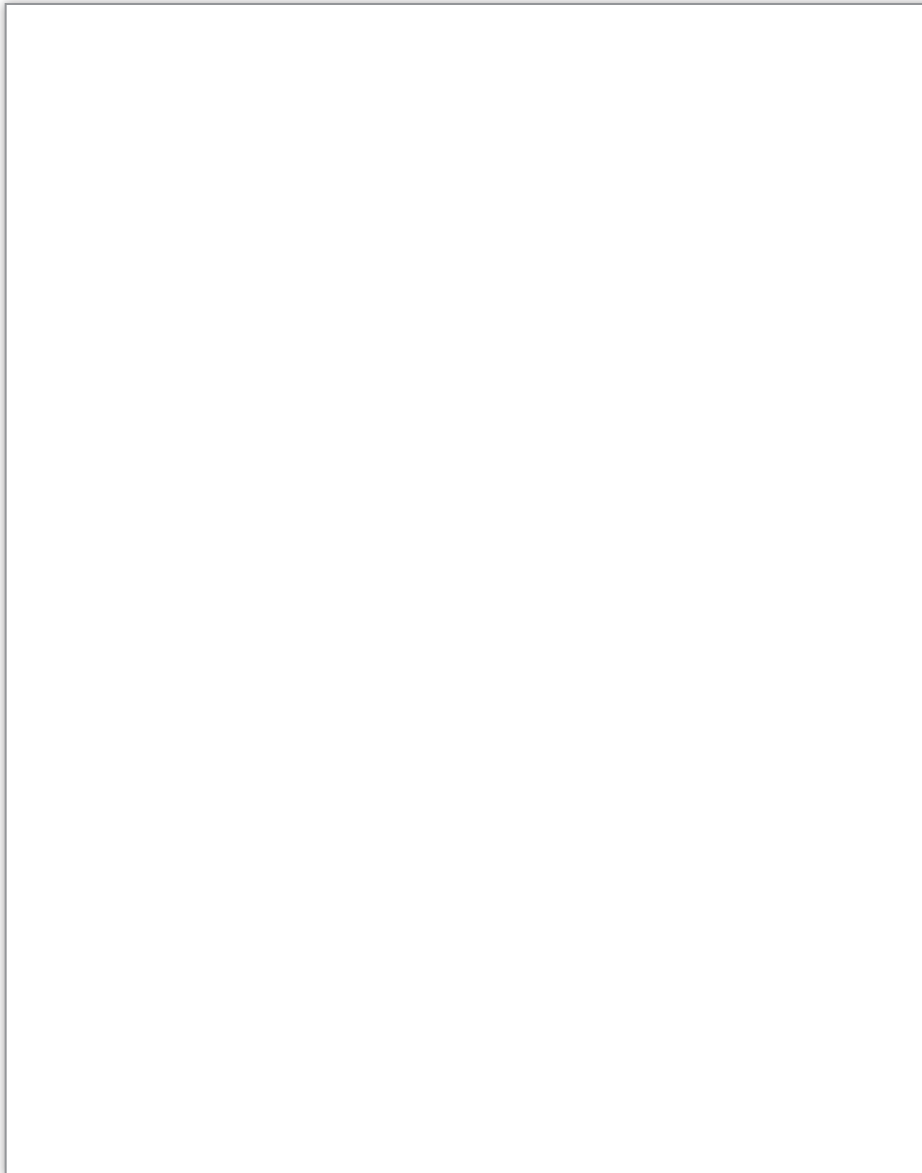
[Figure Title]



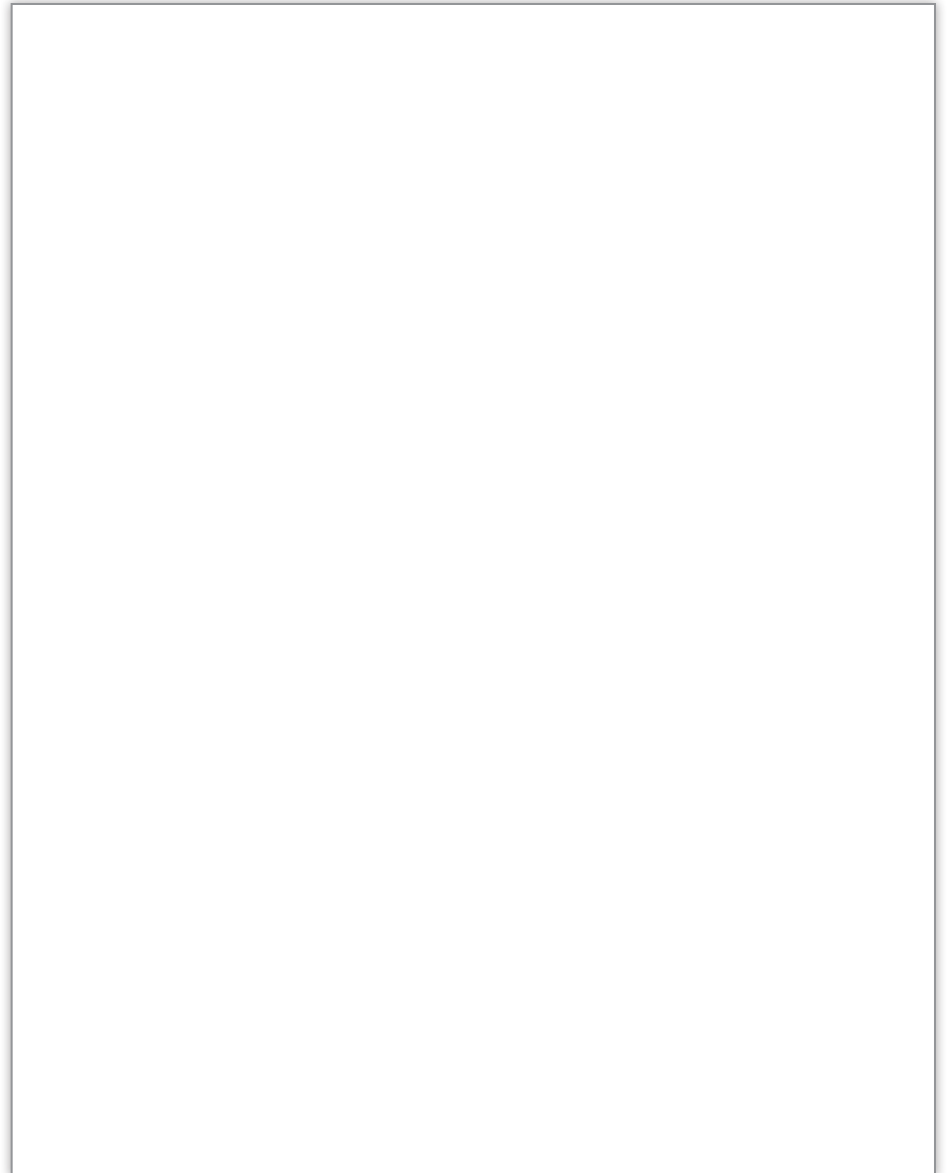
[Figure Title]



Variations, cont'd



[Figure Title]



[Figure Title]



Content

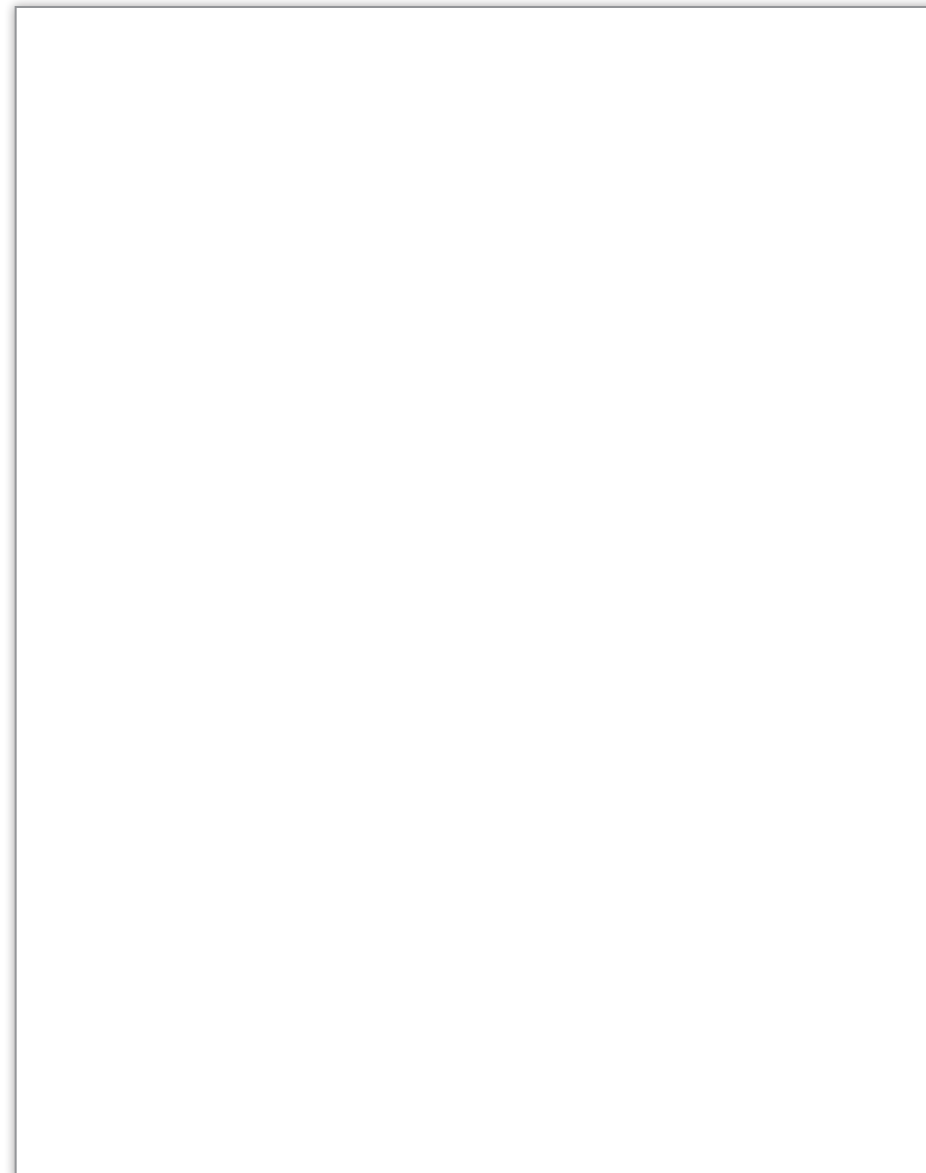


[Figure Title]

ID	Attribute	Required?	Guidelines	Sample Values	Source
1	Source	Opt	<ul style="list-style-type: none">• Begins with "Republished from the pages of" or similar initiating phrase• Link the source name to the home page of the source	Repu	
2	Author	Opt	<ul style="list-style-type: none">• Display [First Name] [Last Name]• Do not display middle initial		
3	Date	Req	<ul style="list-style-type: none">• Display in [Month] DD, YYYY full name format		
4	Content	Req	<ul style="list-style-type: none">• Display the first paragraph in ##pt type• Flow to fit the container's width• Up to #,### words• Paragraphs up to #,### words		
5	Photo	Req			
6	Photo Description	Req			
7	Photo Enlarge	Opt			
8	"See More" Content	Opt	<ul style="list-style-type: none">• If no "See More" content is available, then do not display the "See More in the [label]" header		
9	"From" Title	Req			
10	"From" Description	Req			



2. Category



[Figure Title]

[Introduction to wireframe Met ut lor adit augait prat, sustio odipis eugait lor se veril ullaamet, venis am ver iure veliquat wisl]

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Purpose

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NEW Media Banner

- ✓ [Object] [Handler]:
[Behavior description that spans two lines and appears relatively dense when worded so densely]
- ✓ If (user is signed in), then display. Otherwise, hide.
[Editorial guideline]
[Editorial guideline]o densely]
[Editorial guideline]

G##v# [Component/Instance Name]

- ➔ [Object] [Handler]:
[Behavior description that spans two lines and appears relatively dense when worded so densely]
- ➔ [Handler]:
[Behavior description]
[Editorial guideline]nse when worded so densely]
[Editorial guideline]

G##v# [Component/Instance Name]

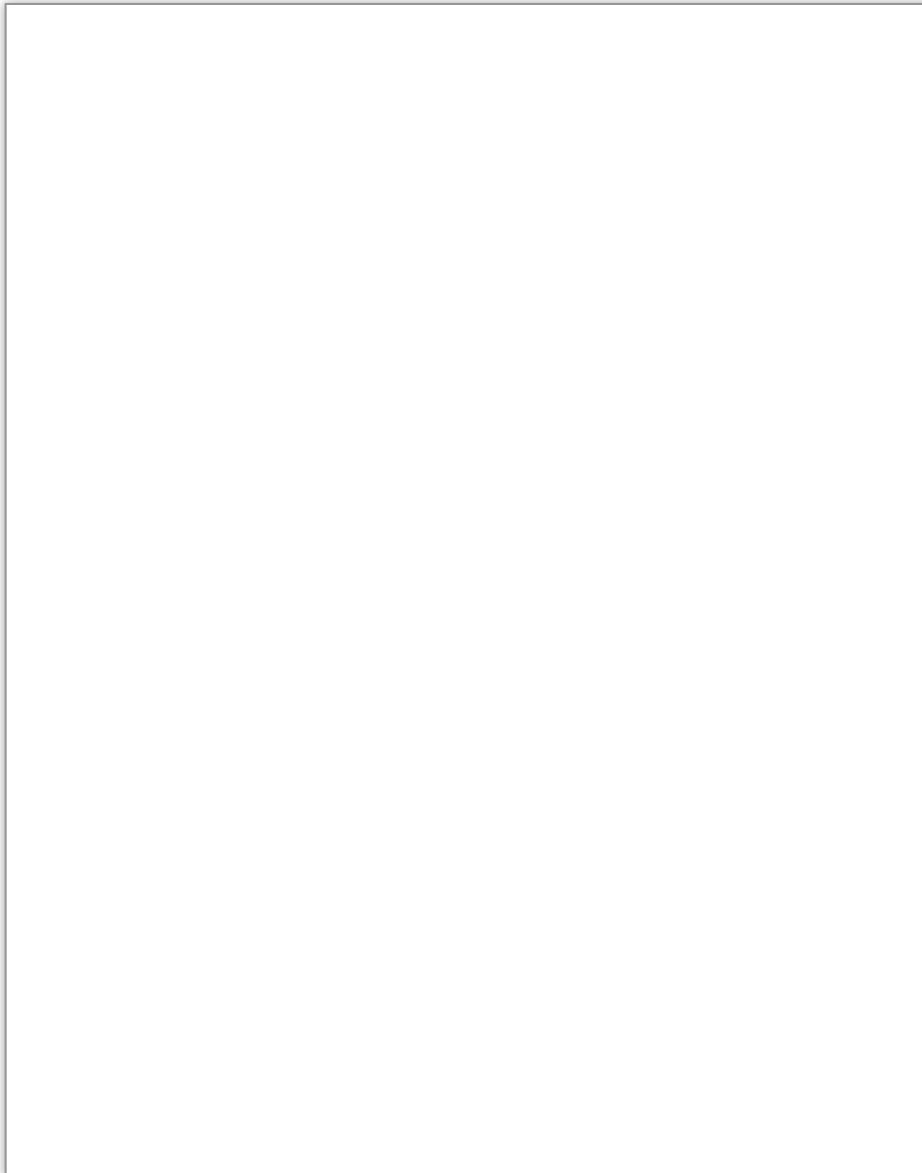
- [Editorial guideline]nse when worded so densely]
[Editorial guideline]

G##v# [Component/Instance Name]

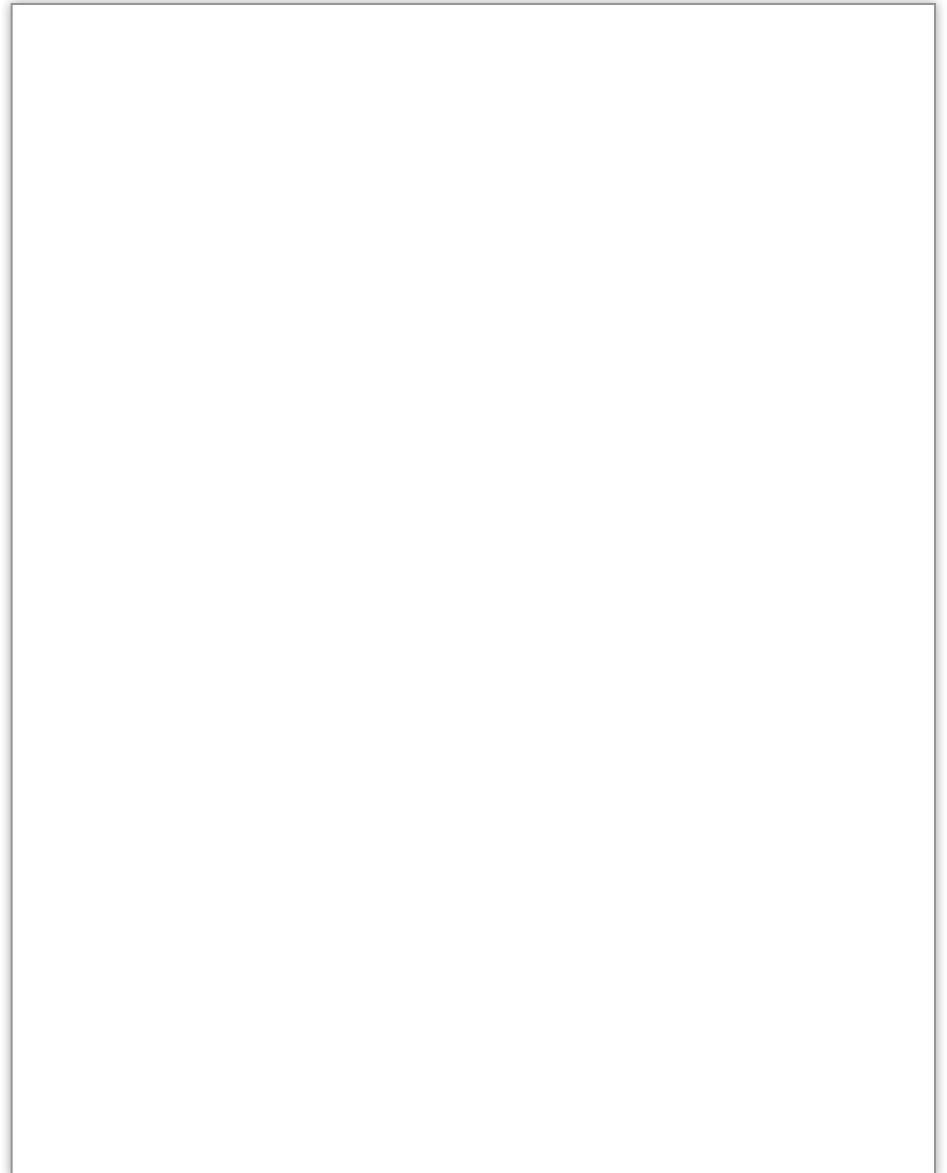
- [Editorial guideline]nse when worded so densely]
[Editorial guideline]nse when worded so densely]
[Editorial guideline]nse when worded so densely]
[Editorial guideline]nse when worded so densely]
[Editorial guideline]



Variations



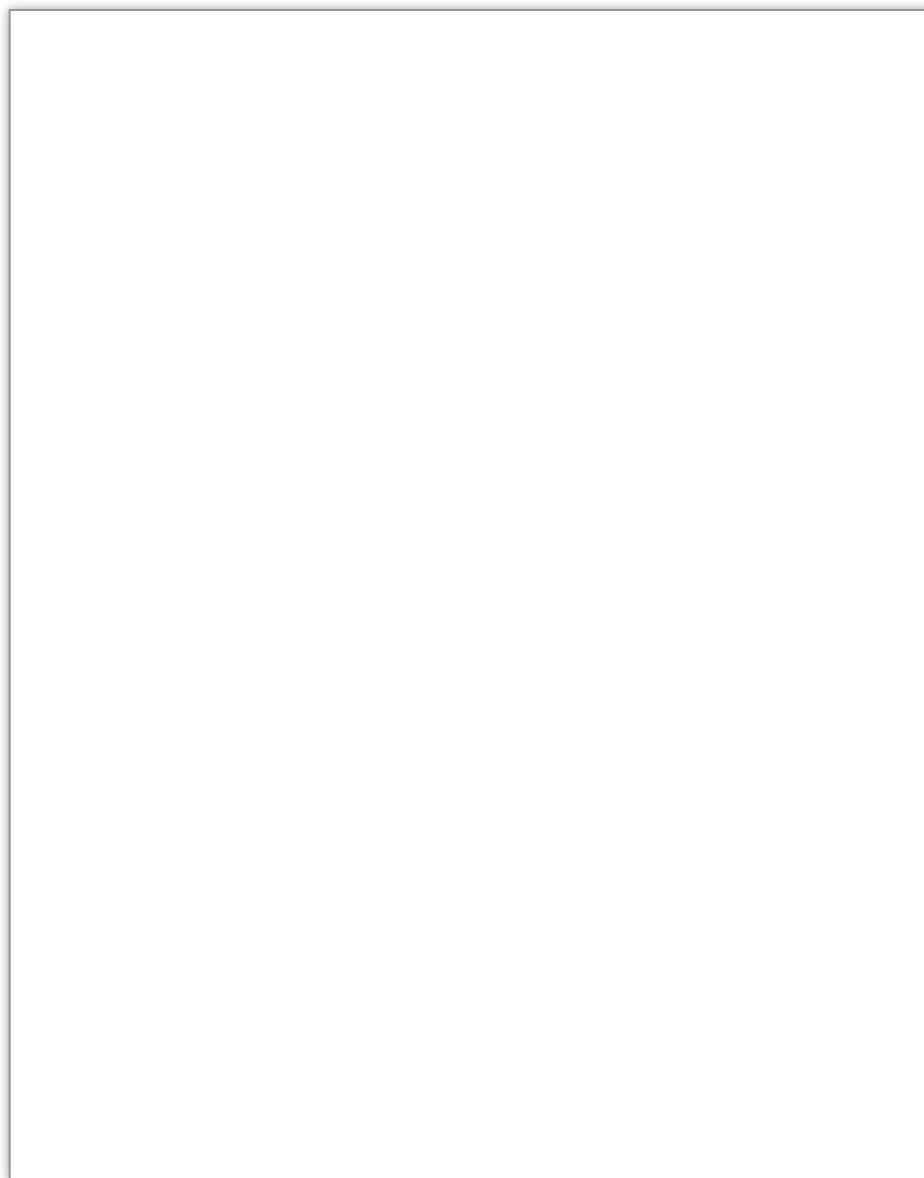
[Figure Title]



[Figure Title]



Content

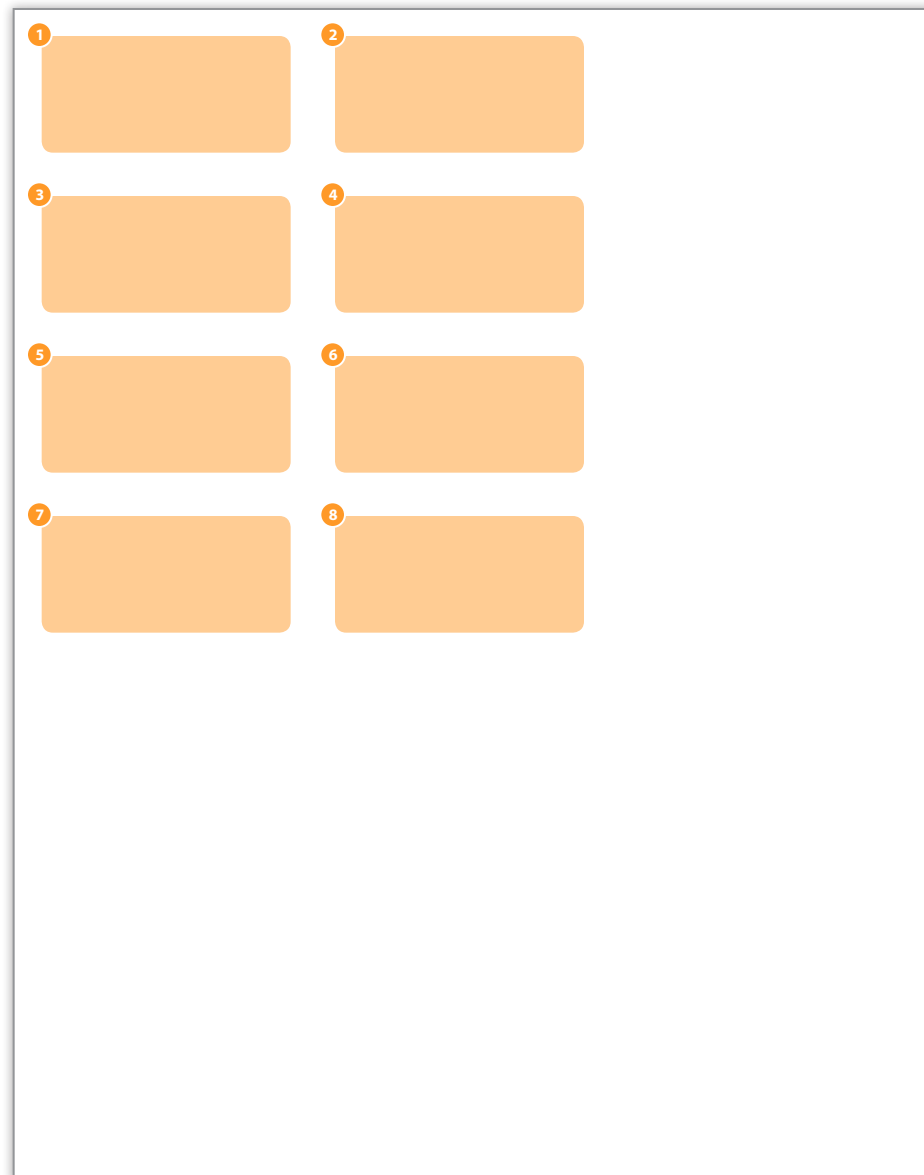


[Figure Title]

ID	Attribute	Required?	Guidelines	Sample Values	Source
1	Source	Opt	<ul style="list-style-type: none">• Begins with "Republished from the pages of" or similar initiating phrase• Link the source name to the home page of the source	Repu	
2	Author	Opt	<ul style="list-style-type: none">• Display [First Name] [Last Name]• Do not display middle initial		
3	Date	Req	<ul style="list-style-type: none">• Display in [Month] DD, YYYY full name format		
4	Content	Req	<ul style="list-style-type: none">• Display the first paragraph in ##pt type• Flow to fit the container's width• Up to #,### words• Paragraphs up to #,### words		
5	Photo	Req			
6	Photo Description	Req			
7	Photo Enlarge	Opt			
8	"See More" Content	Opt	<ul style="list-style-type: none">• If no "See More" content is available, then do not display the "See More in the [label]" header		
9	"From" Title	Req			
10	"From" Description	Req			



3. Product Detail



[Figure Title]

[Introduction to wireframe Met ut lor adit augait prat, sustio odipis eugait lor se veril ullaamet, venis am ver iure veliquat wisl]

Purpose

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Rationale

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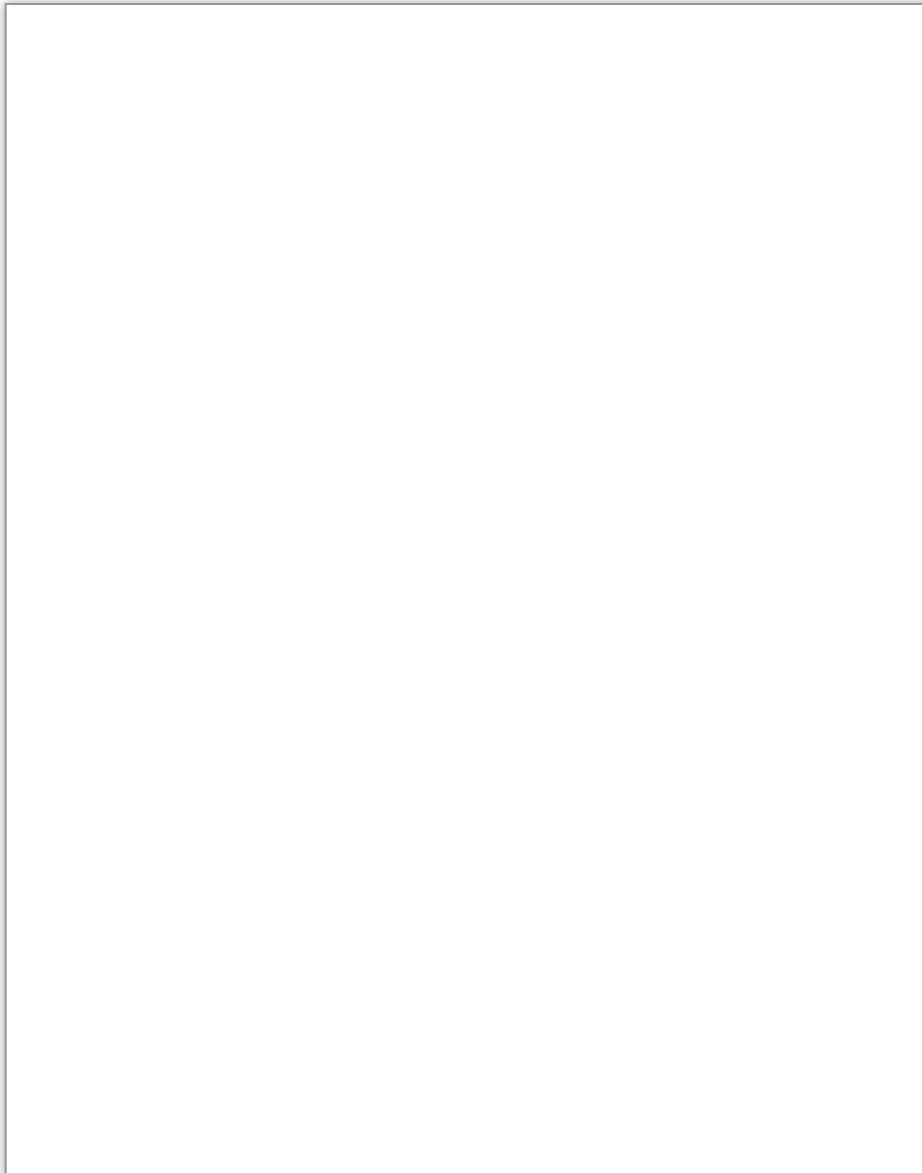
Components

1. [Component Name]
2. [Component Name]
3. [Component Name]
4. [Component Name]
5. [Component Name]
6. [Component Name]
7. [Component Name]
8. [Component Name]
9. [Component Name]
10. [Component Name]
11. [Component Name]

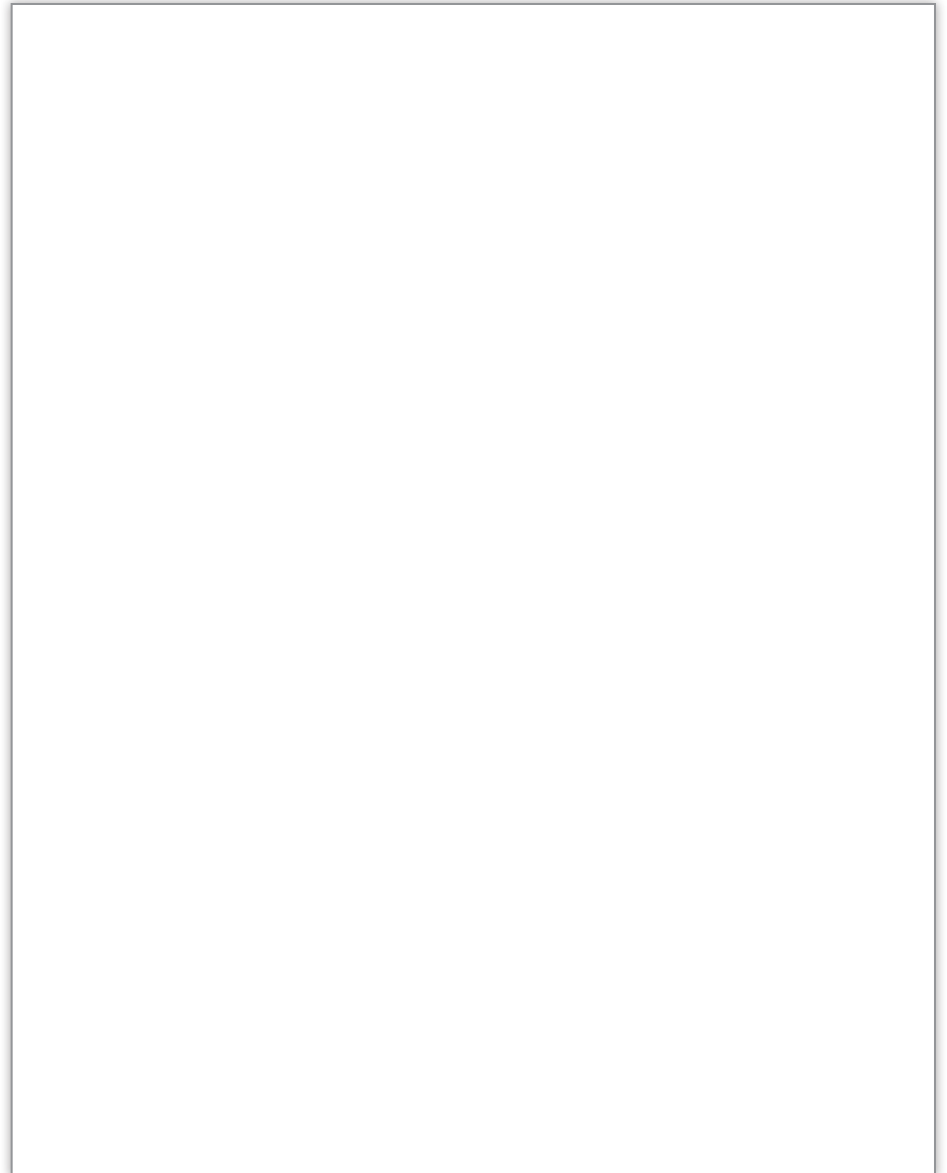




Variations



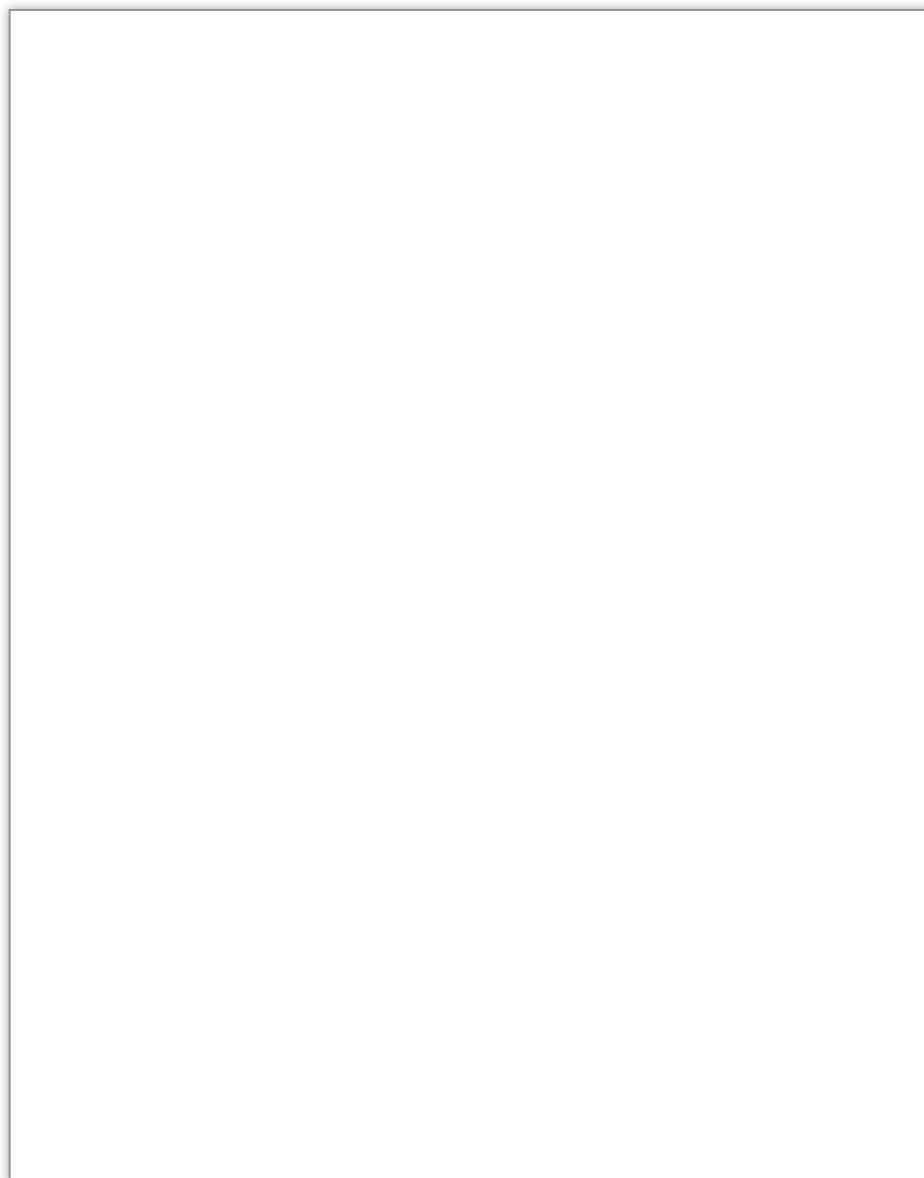
[Figure Title]



[Figure Title]



Content



[Figure Title]

ID	Attribute	Required?	Guidelines	Sample Values	Source
1	Source	Opt	<ul style="list-style-type: none">• Begins with "Republished from the pages of" or similar initiating phrase• Link the source name to the home page of the source	Repu	
2	Author	Opt	<ul style="list-style-type: none">• Display [First Name] [Last Name]• Do not display middle initial		
3	Date	Req	<ul style="list-style-type: none">• Display in [Month] DD, YYYY full name format		
4	Content	Req	<ul style="list-style-type: none">• Display the first paragraph in ##pt type• Flow to fit the container's width• Up to #,### words• Paragraphs up to #,### words		
5	Photo	Req			
6	Photo Description	Req			
7	Photo Enlarge	Opt			
8	"See More" Content	Opt	<ul style="list-style-type: none">• If no "See More" content is available, then do not display the "See More in the [label]" header		
9	"From" Title	Req			
10	"From" Description	Req			



Components

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This chapter contains:

- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]
- [Chapter topic]



c1. Global Header



[Figure Title]



[Figure Title]



[Figure Title]



[Figure Title]

[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

⚡ If (user is signed in), then display. Otherwise, hide.

□ [Data format guideline]

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📖 [Editorial guideline]

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📖 [Editorial guideline]

[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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📖 [Editorial guideline]

[Element Name]

→ [Object] [Handler]:

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📖 [Editorial guideline]

[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

⚡ If (user is signed in), then display. Otherwise, hide.

□ [Data format guideline]

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□ [Data format guideline]

[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

⚡ If (user is signed in), then display. Otherwise, hide.

□ [Data format guideline]

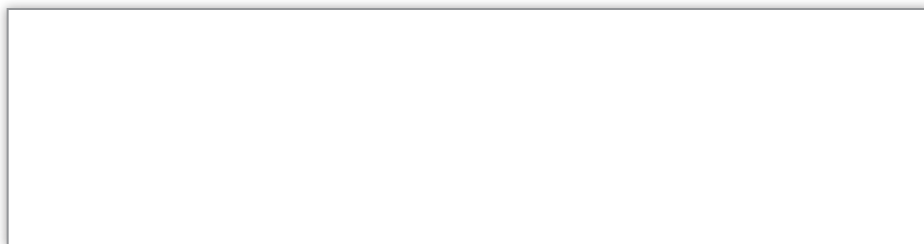
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📖 [Editorial guideline]



c2. Global Footer



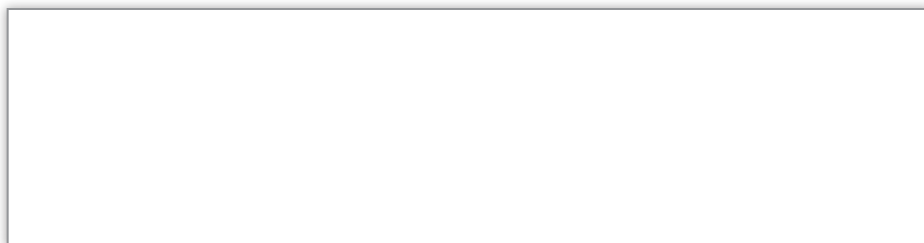
[Figure Title]



[Figure Title]



[Figure Title]



[Figure Title]

[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

⚡ If (user is signed in), then display. Otherwise, hide.

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[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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c3. Sidebar

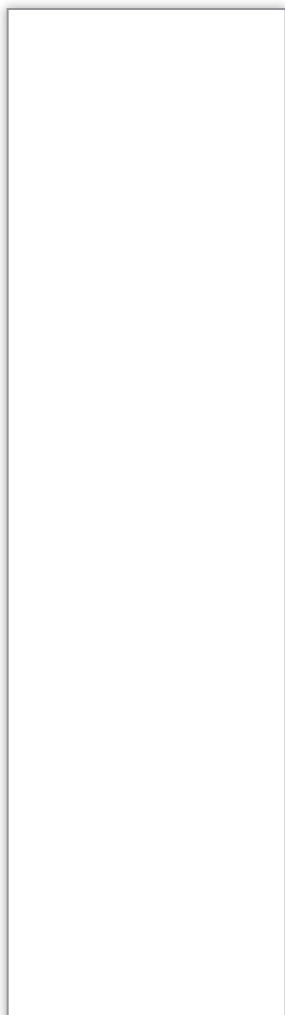


Figure Title

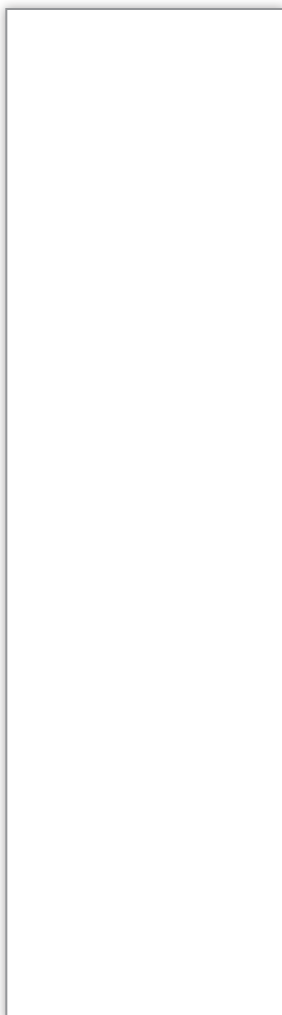


Figure Title

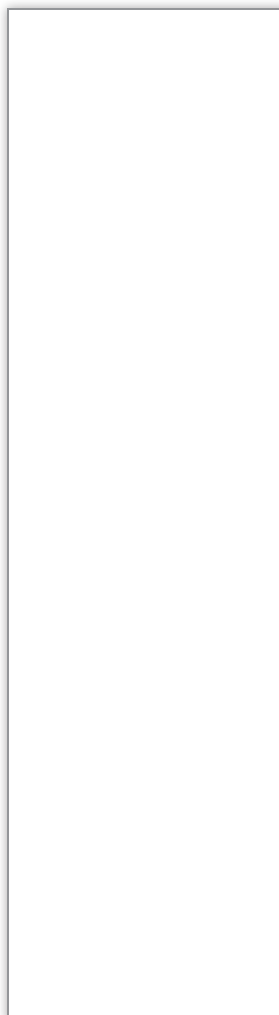


Figure Title

[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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📖 [Editorial guideline]

[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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[Element Name]

→ [Object] [Handler]:

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[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

⚡ If (user is signed in), then display. Otherwise, hide.

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[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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c4. Promotions

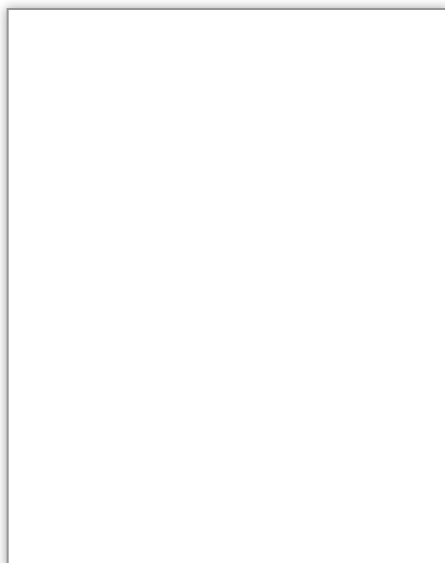


Figure Title

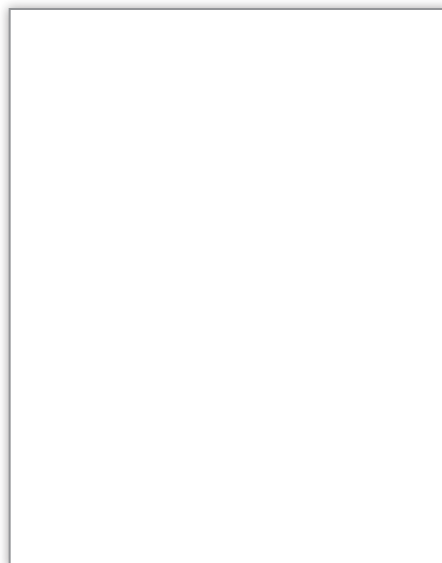


Figure Title

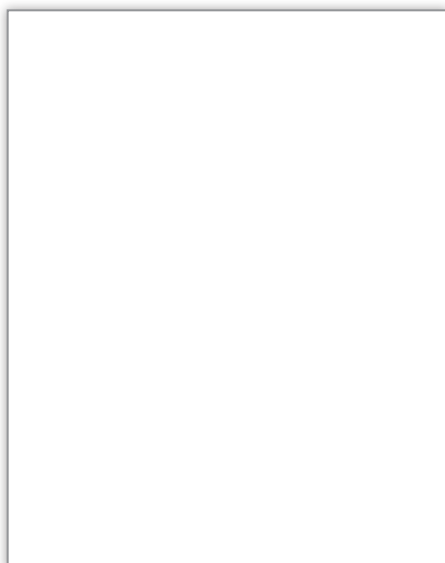


Figure Title

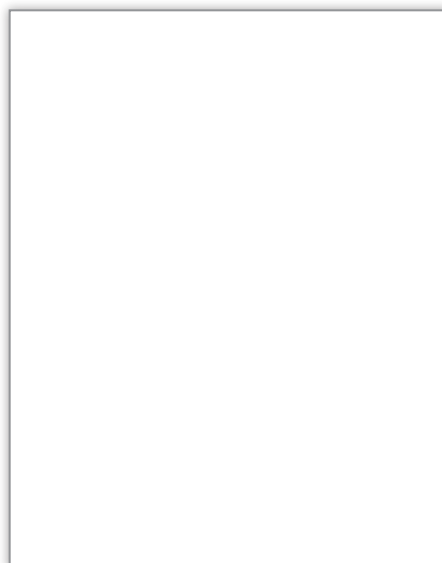


Figure Title

[Element Name]

→ [Object] [Handler]:

[Behavior description that spans two lines and appears relatively dense when worded so densely]

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[Element Name]

→ [Object] [Handler]:

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[Element Name]

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