



DeVry  
Extramurals



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# TNBC Sample Design Brief

Presented to True North Bridged Composites as a proposal for sponsorship of DeVry Extramurals joint project

Version 1  
Published August 16, 2012  
Created by DeVry Extramurals Team



# Change History

## Version 1 :: August 14, 2012

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- Initial document template selection
- Discussion of prototype logos



# Strategy

True North Bridged 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 has an interesting story to tell in its brand-development process, and has prepared this document to explore different aspects of the TNBC story.

The DeVry Extramurals program is being set up with the help of Web and Graphic Design and Computer Information Science students using this project for TNBC as an introduction. DeVry Extramurals can assist TNBC with other aspects of their brand development, including creating and implementing TNBC's corporate web site.

This chapter contains:

- Logos

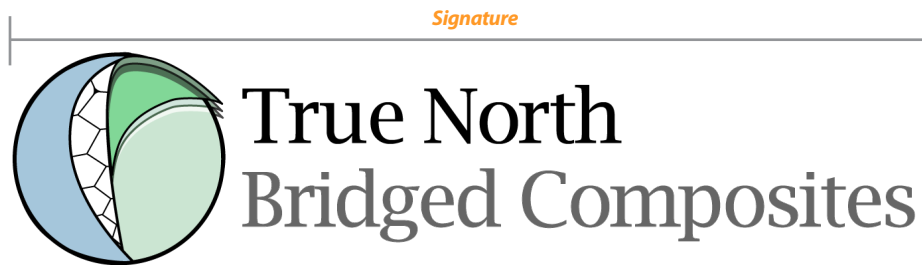


# Logo

The TNBC logo examples presented here represent a short-order implementation based on an initial meeting with TNBC officers.



## Logo Introduction



Symbol

Wordmark



DeVry understands that TNBC's premise is that of creating environmentally and ecologically-friendly composites and it has been suggested that similar themes from Native-American traditions can be used as a starting point for the design of the logo.

We would like to emphasize these traditional stories, which strongly feature themes of conservation, renewal and birth. This last theme, coupled with the mythical origins of the corn plant, vis-a-vis TNBC's emphasis on modern technology, serve as the inspiration for the first logo. From that regard, the symbol is abstract enough that it could reflect either the unwrapping of a technological solution in the form of a long chain of carbon-based molecules (or an array of corn kernels?) to serve in an ecologically meaningful way to improve the ecology of our planet.

The second logo is much more traditional in the sense that it is a play on the name "True North", while still retaining a reference to an ecological solution with world-wide impact. It emphasizes purpose, vitality and foresight, in contrast to the more subdued message in the first logo.