



DeVry
Extramurals



TNBC Sample Design Brief

Presented by DeVry Extramurals to True North Bridged Composites as a proposal for services

Version 1
Published August 16, 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 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.

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



Logo

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

This chapter contains:

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



Logo Introduction



Signature

DeVry understands that TNBC's premise is that of creating environmentally and ecologically-friendly composites and that it draws inspiration from Native-American traditions.

We would like to emphasize these traditional stories, which feature strongly 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 TNBC's logo.

Symbol

Wordmark

[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] lquat nonsequis atem vel ullut aliscil dip endio d mod del iure feugait delendiam, quam vendips uscidunt wisim elesenibh euguero cor susciliquisi tissis num am eugue tinit venim ncilluptat.

required File:

ogo.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]
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3 [Strategy Objective]

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

4 [Strategy Objective]

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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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- Process Color
- CMYK value
- RGB value

[Color Name]

- Process Color
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[Color Name]

- Process Color
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- RGB value



Page Title Restrictions



[Describe unapproved use]



[Describe unapproved use]



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This chapter contains:

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



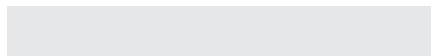
Color Palette



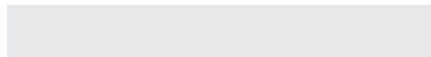
White



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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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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 susbstitutions 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]

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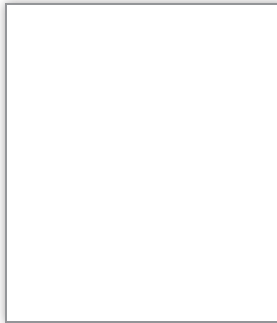
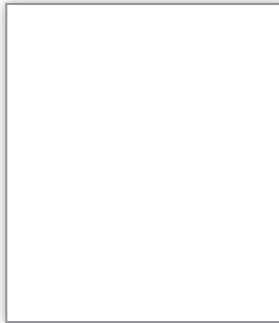
- [Chapter topic]
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- [Chapter topic]



[Page Title]

[Image Theme]

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



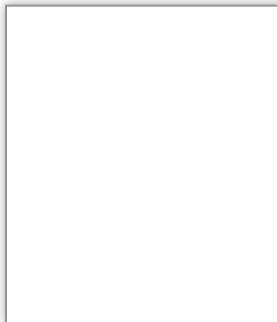
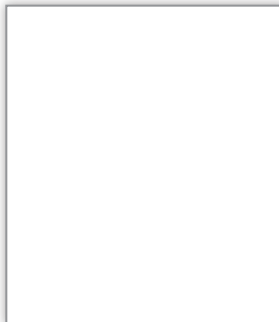
[Describe how imagery plays a role in building/maintaining the brand. Include possible distinction between imagery and photography.]
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When to Use Imagery

[Provide guidelines for acceptable uses of photography or other imagery.]
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[Image Theme]

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



Our Personality

[Brand Personality Trait]

[Brand Personality Trait]

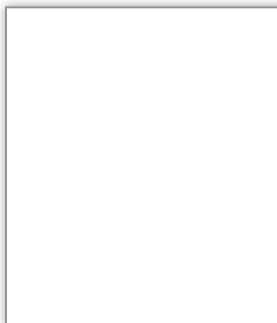
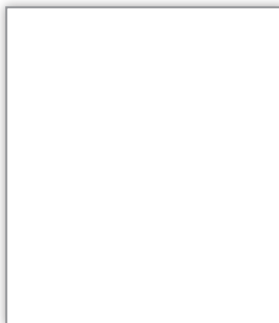
[Brand Personality Trait]

[Brand Personality Trait]

[Brand Personality Trait]

[Image Theme]

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



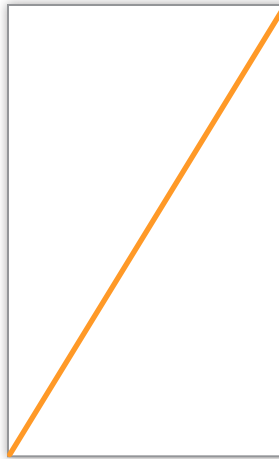


Photography Guidelines

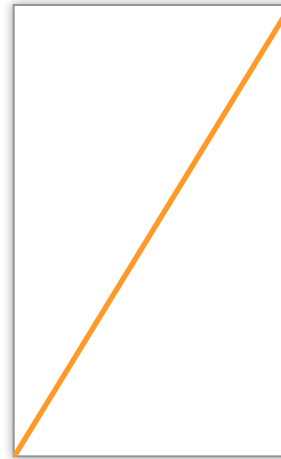
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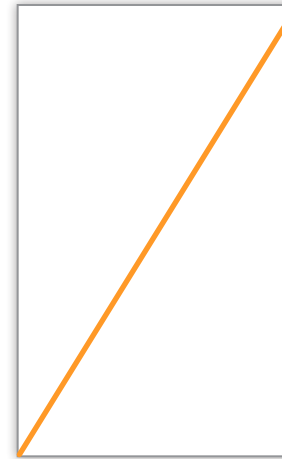
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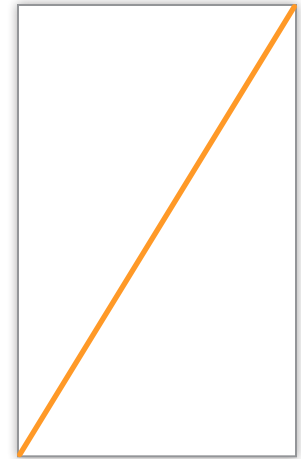
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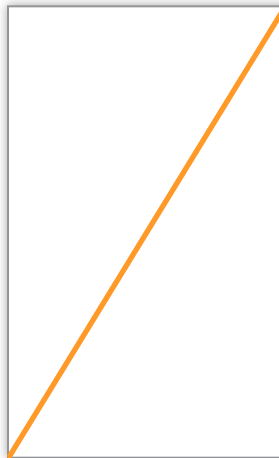
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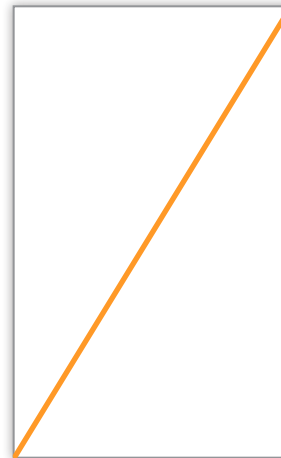
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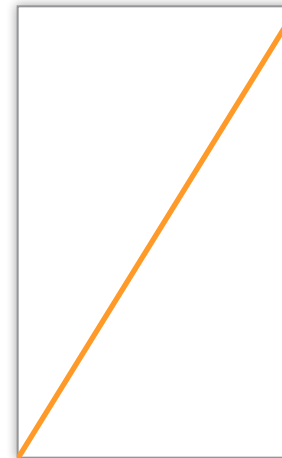
[Description of do or don't]



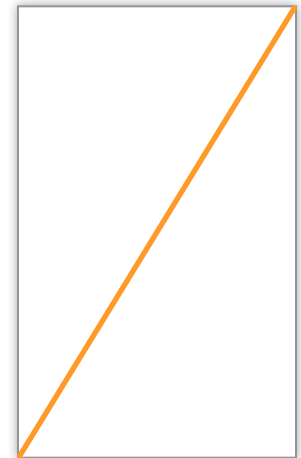
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Design Objectives

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1 [Strategy Objective]

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2 [Strategy Objective]

- [Objective bullet point]
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3 [Strategy Objective]

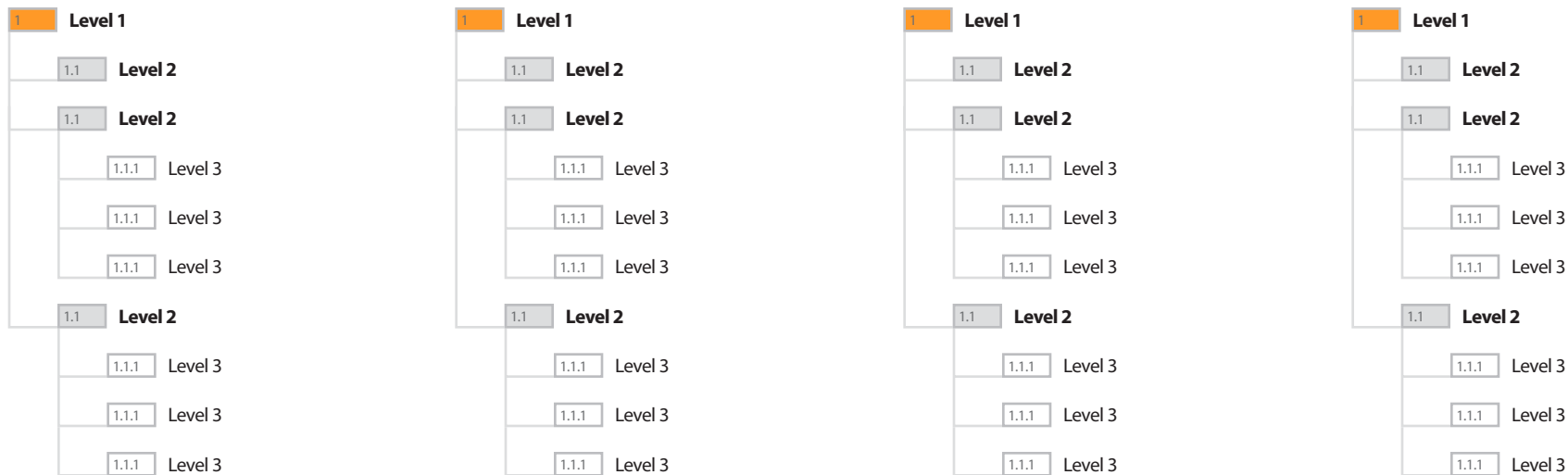
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4 [Strategy Objective]

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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]
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- [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]

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□ [Data format guideline]

□ [Data format guideline]

📖 [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]

NEW [Component/Instance Name]

□ [Data format guideline]

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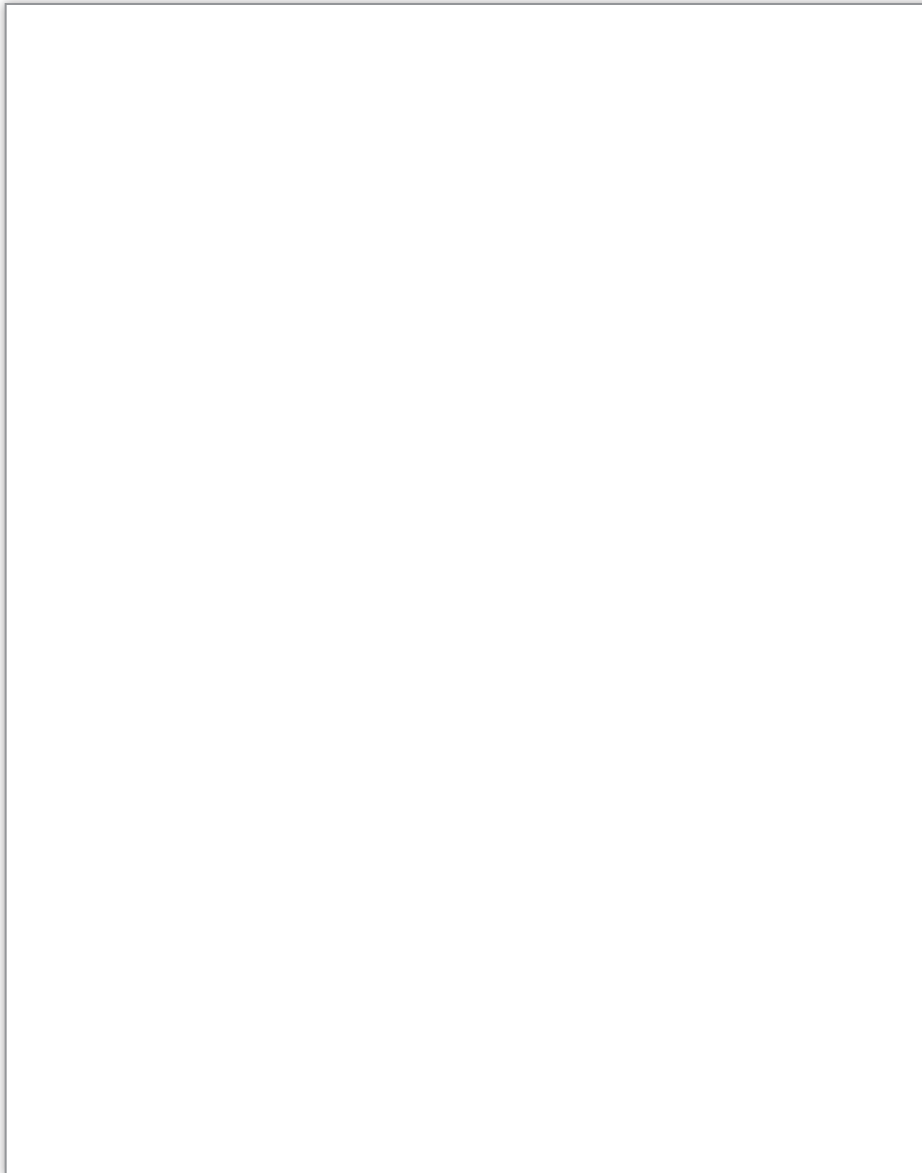
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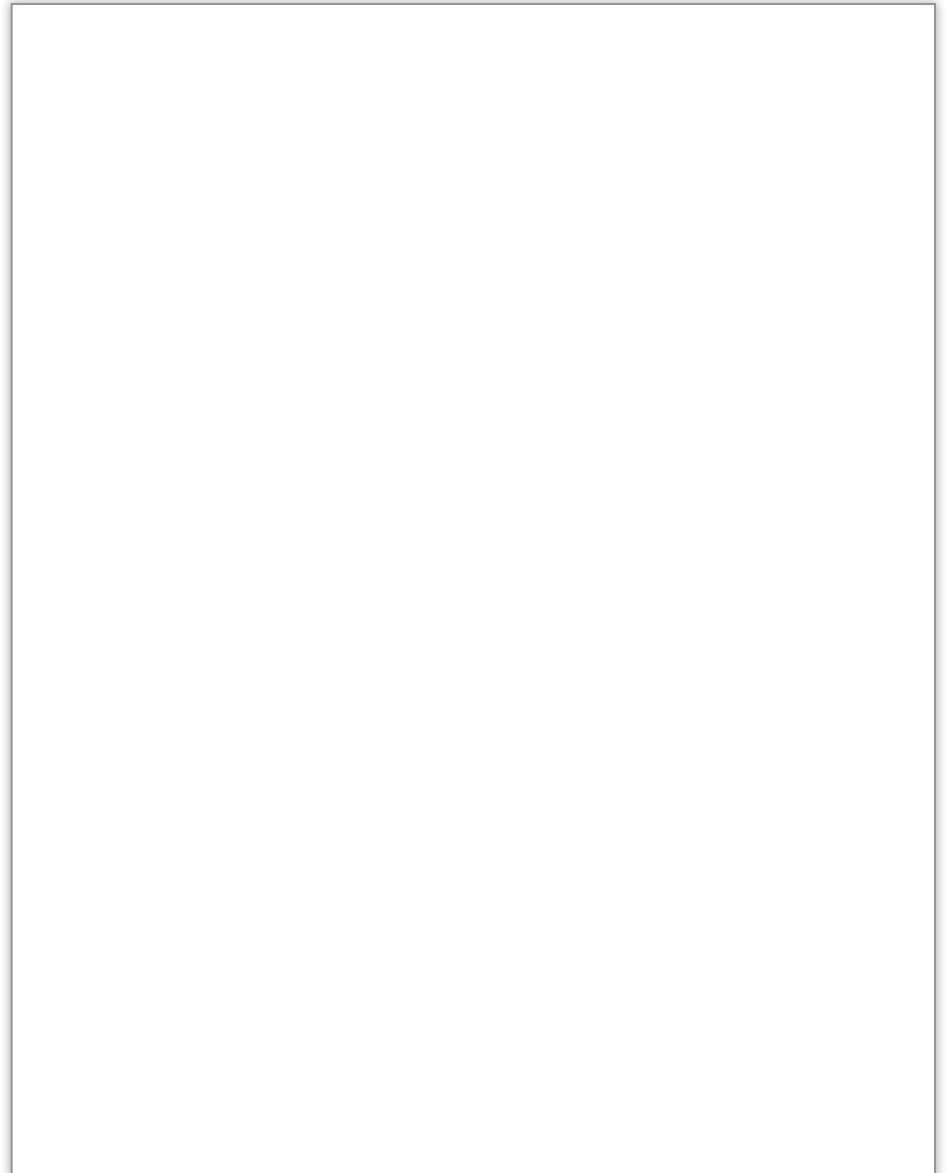
Display: ● Required ● Recommended ○ Optional || Spec Type: → Behavior ⚡ State 📖 Editorial □ Data



Variations



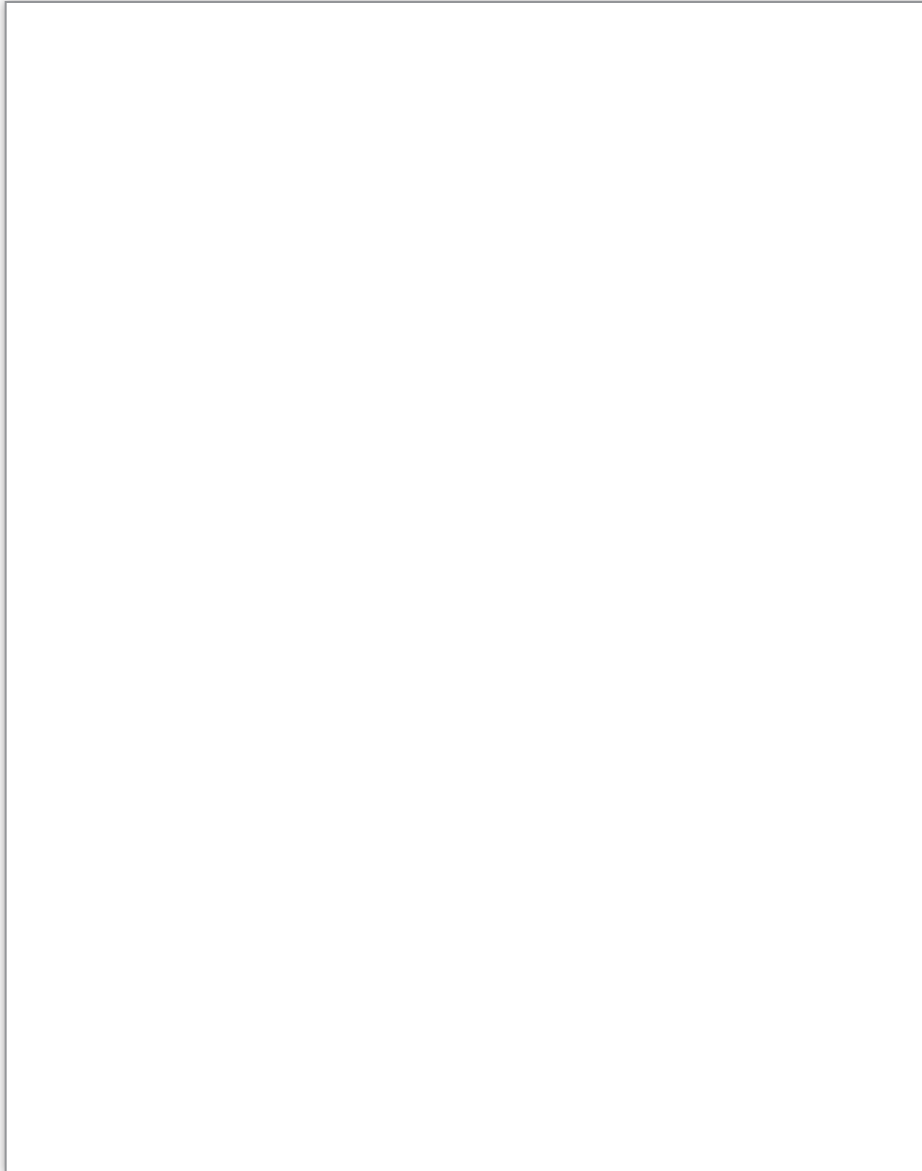
[Figure Title]



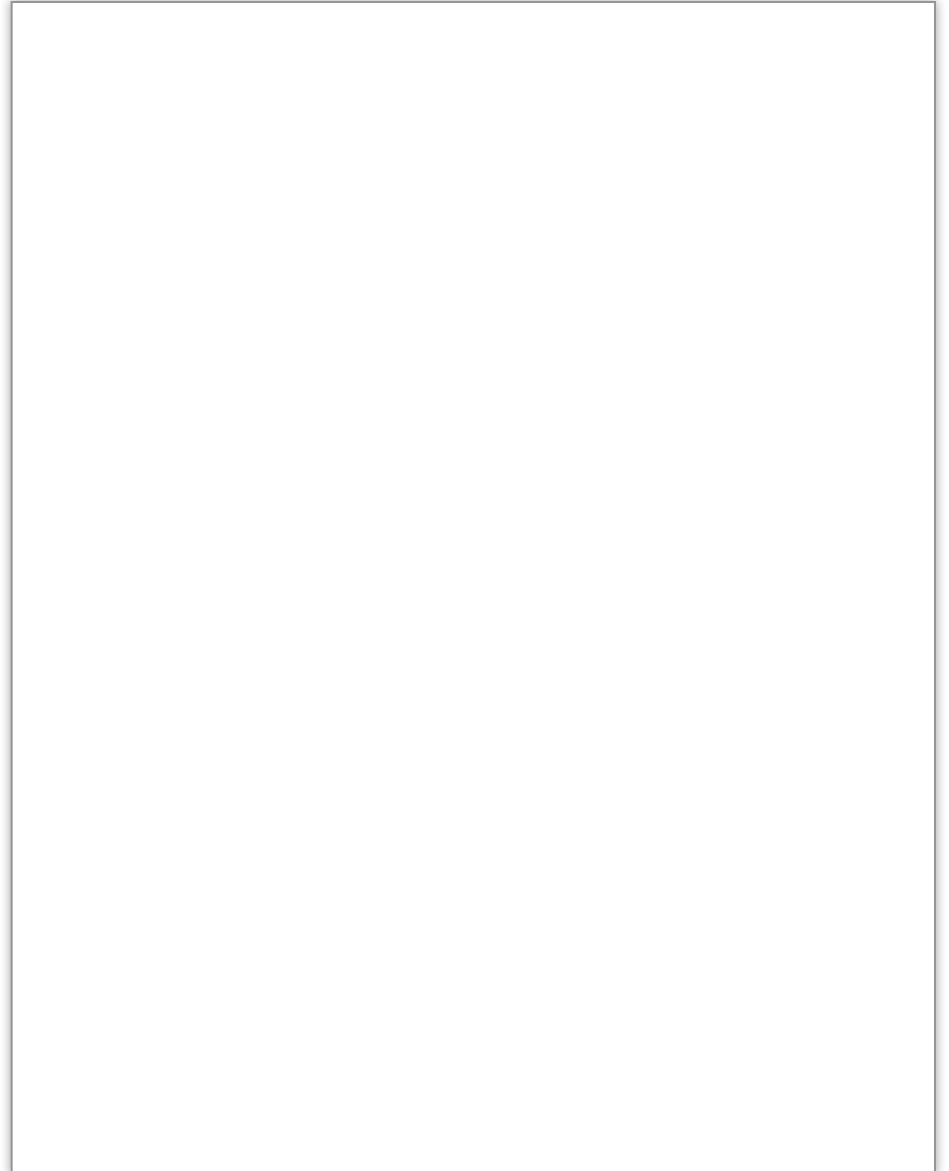
[Figure Title]



Variations, cont'd



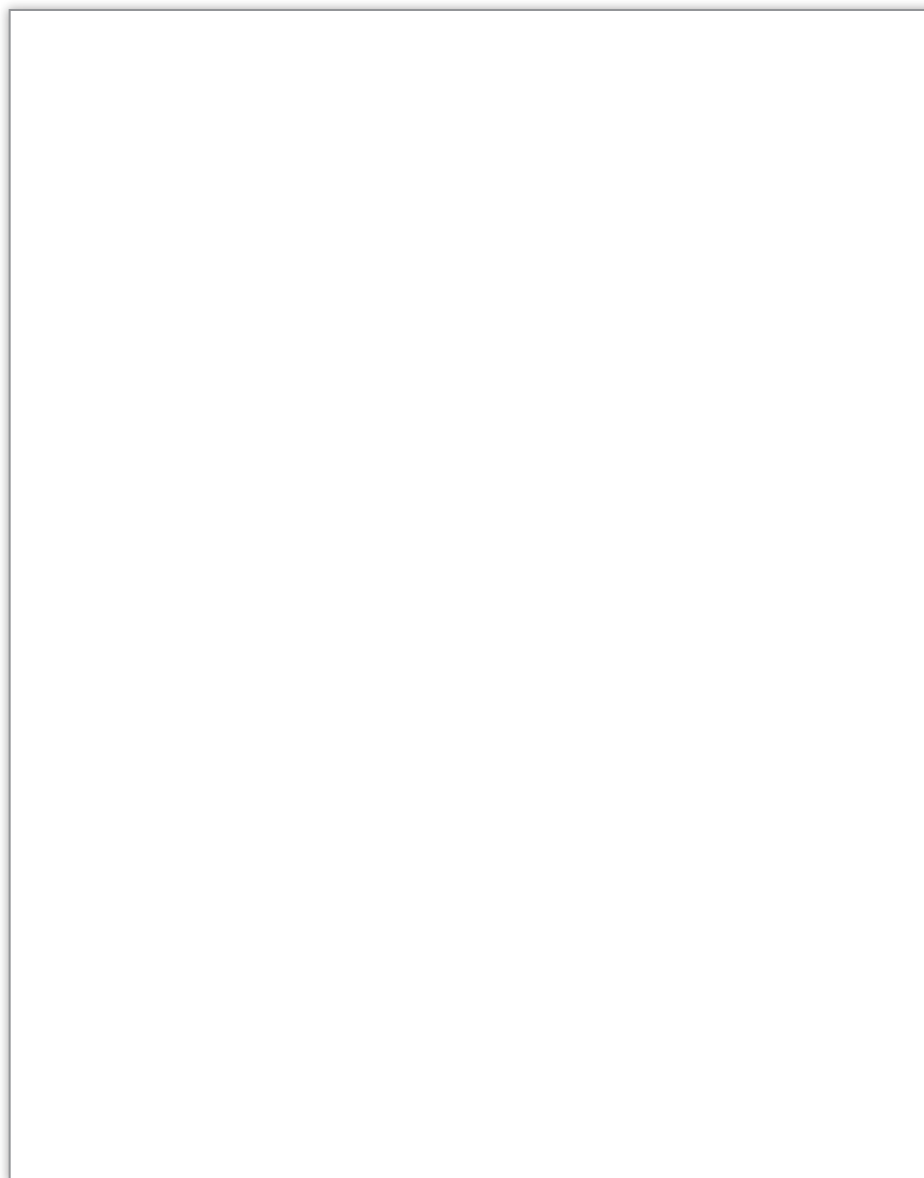
[Figure Title]



[Figure Title]



Content

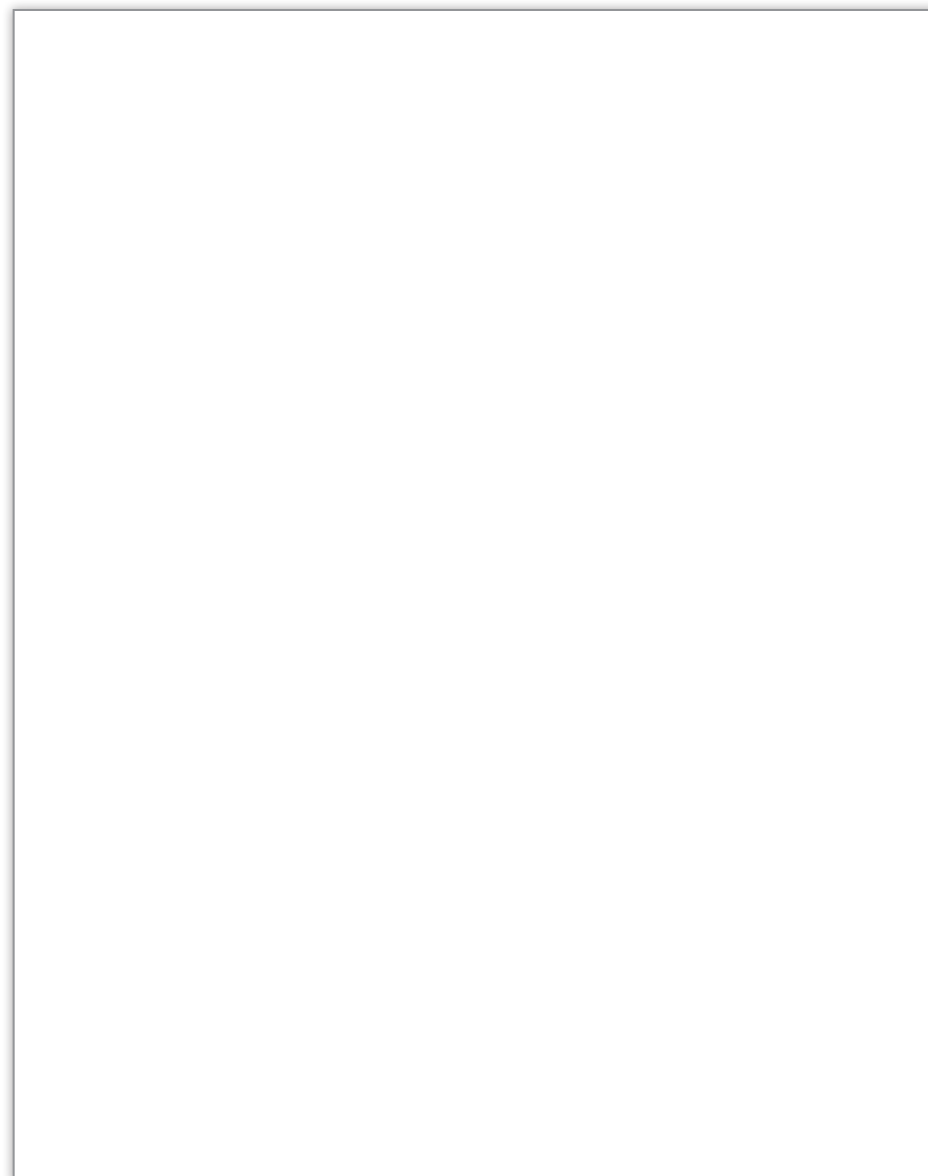


[Figure Title]

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]

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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]
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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]

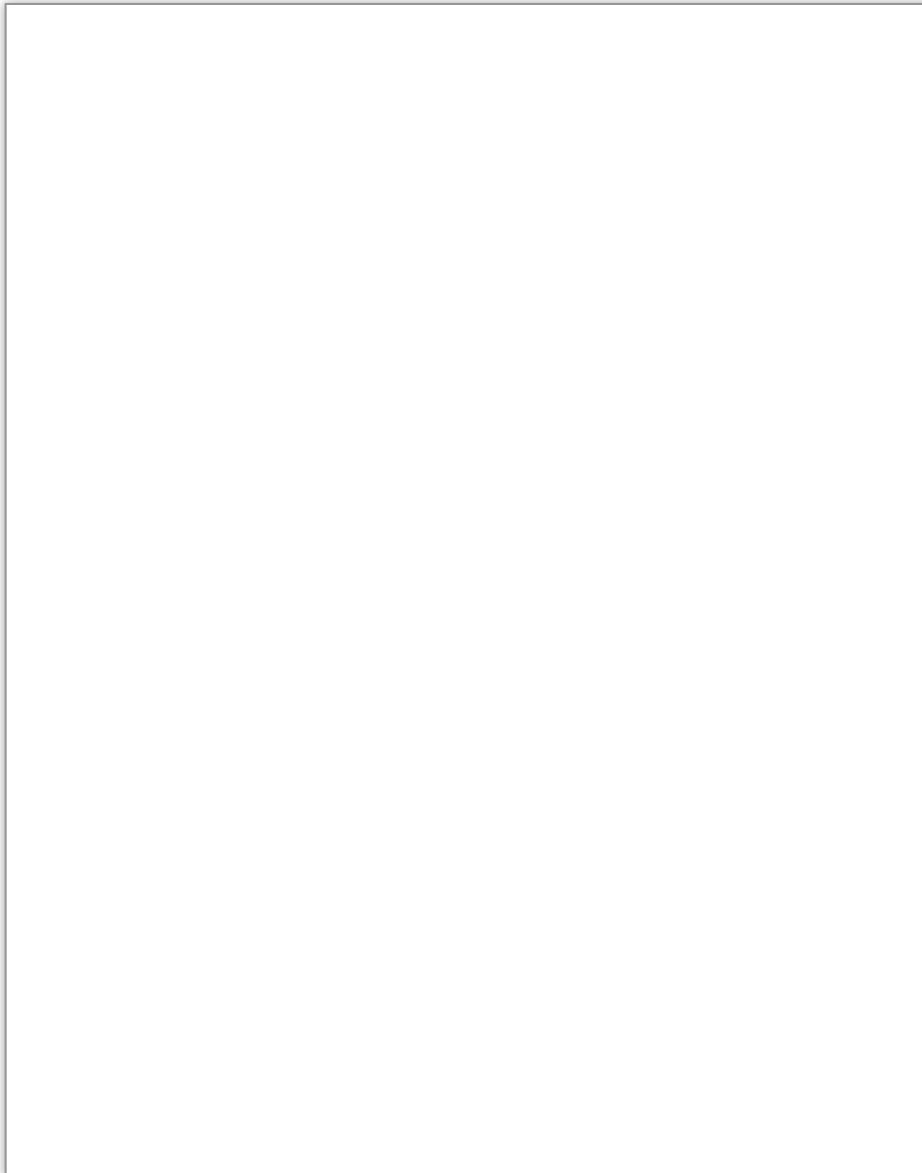
- 📖 [Editorial guideline]nse when worded so densely]
- 📖 [Editorial guideline]

G##v# [Component/Instance Name]

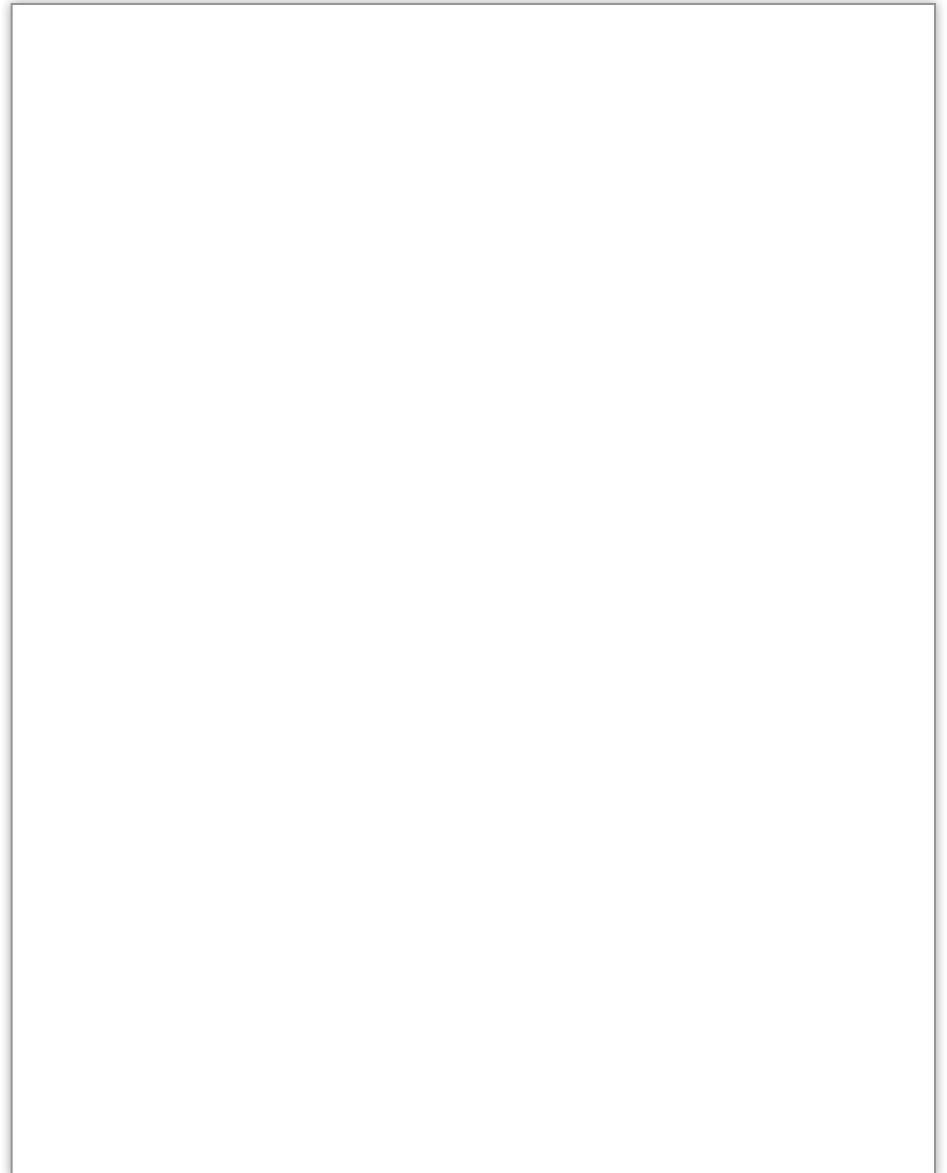
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Variations



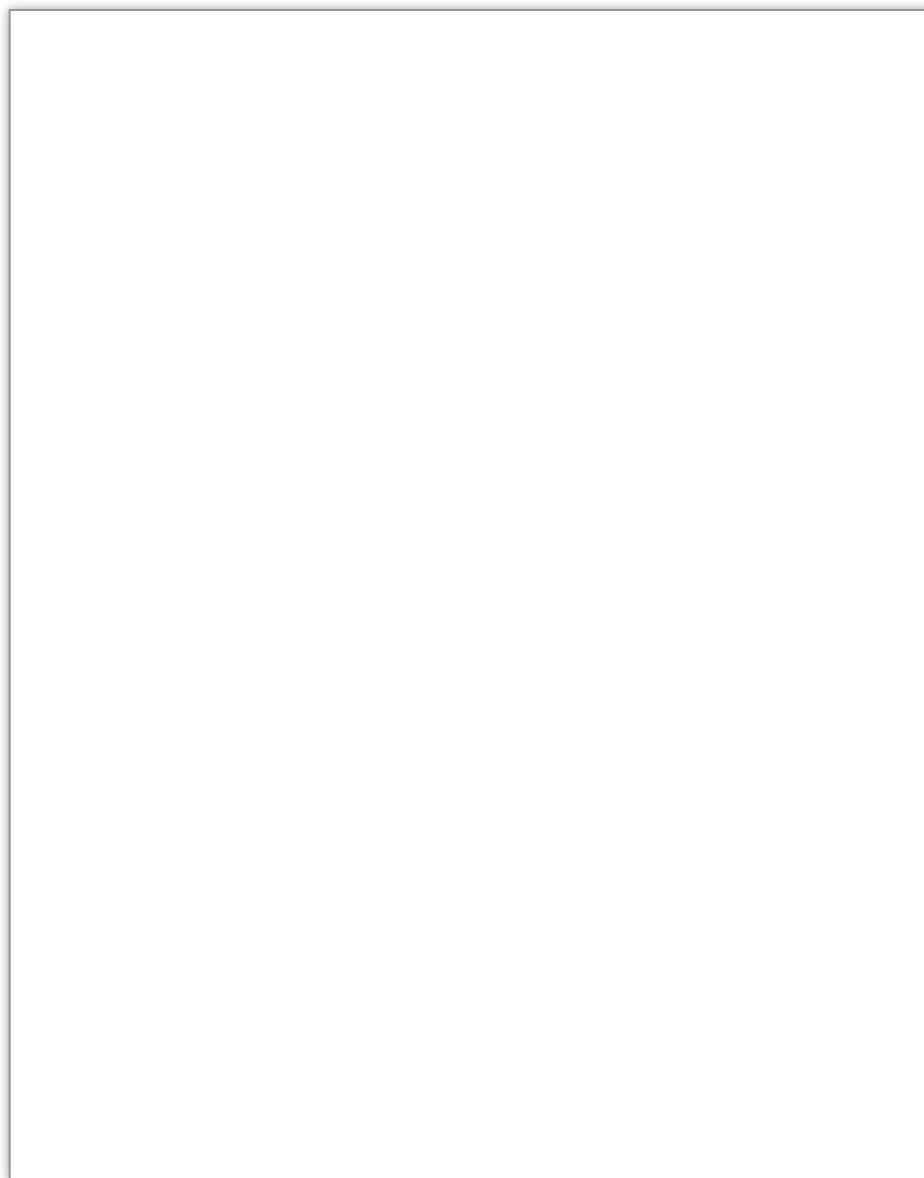
[Figure Title]



[Figure Title]



Content

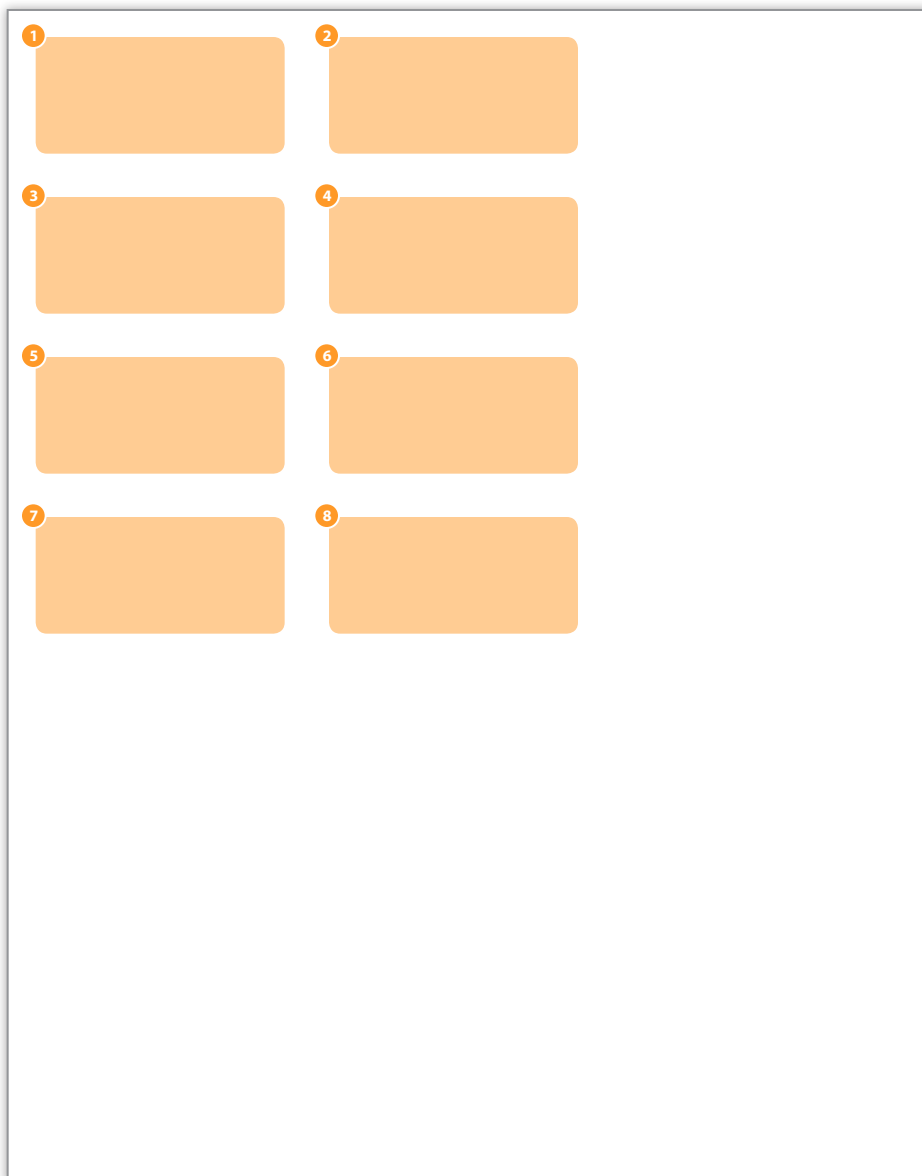


[Figure Title]

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]

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Purpose

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Rationale

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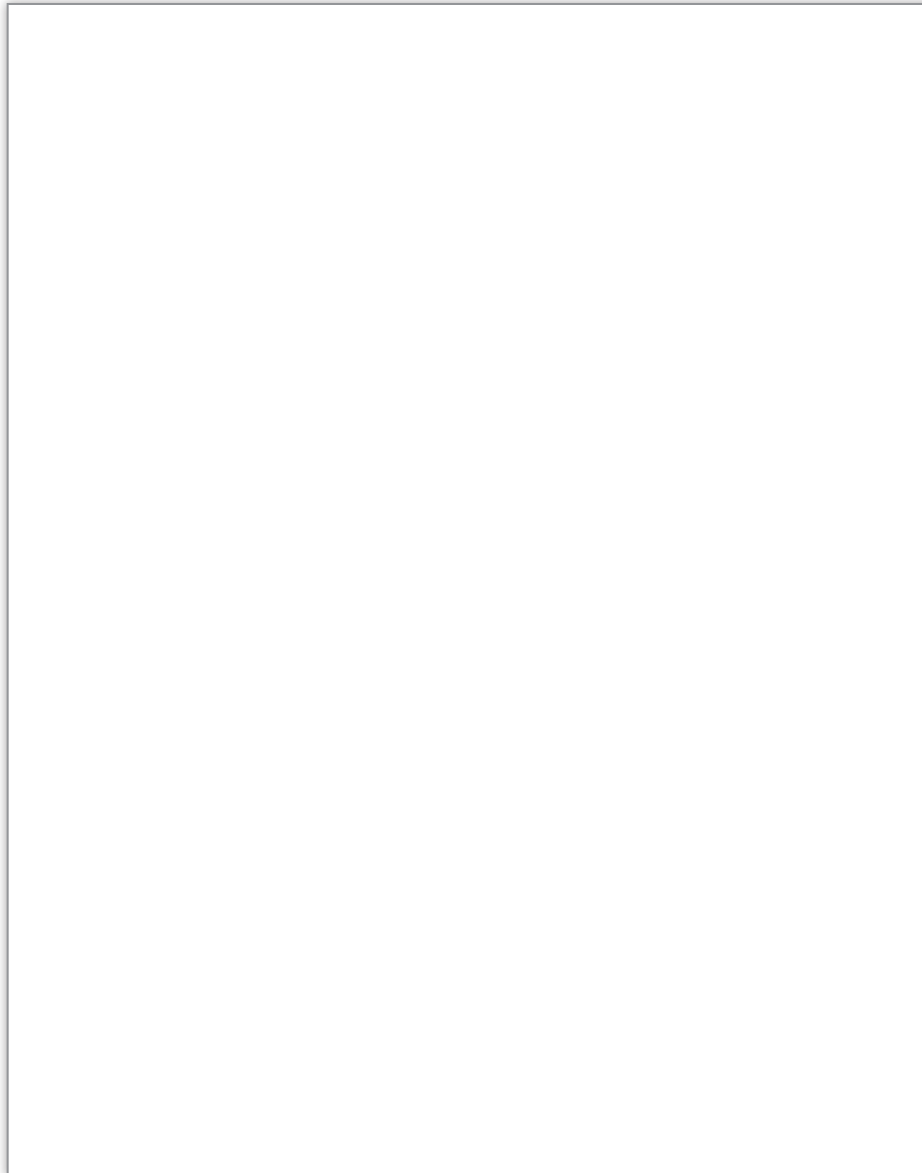
Components

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]

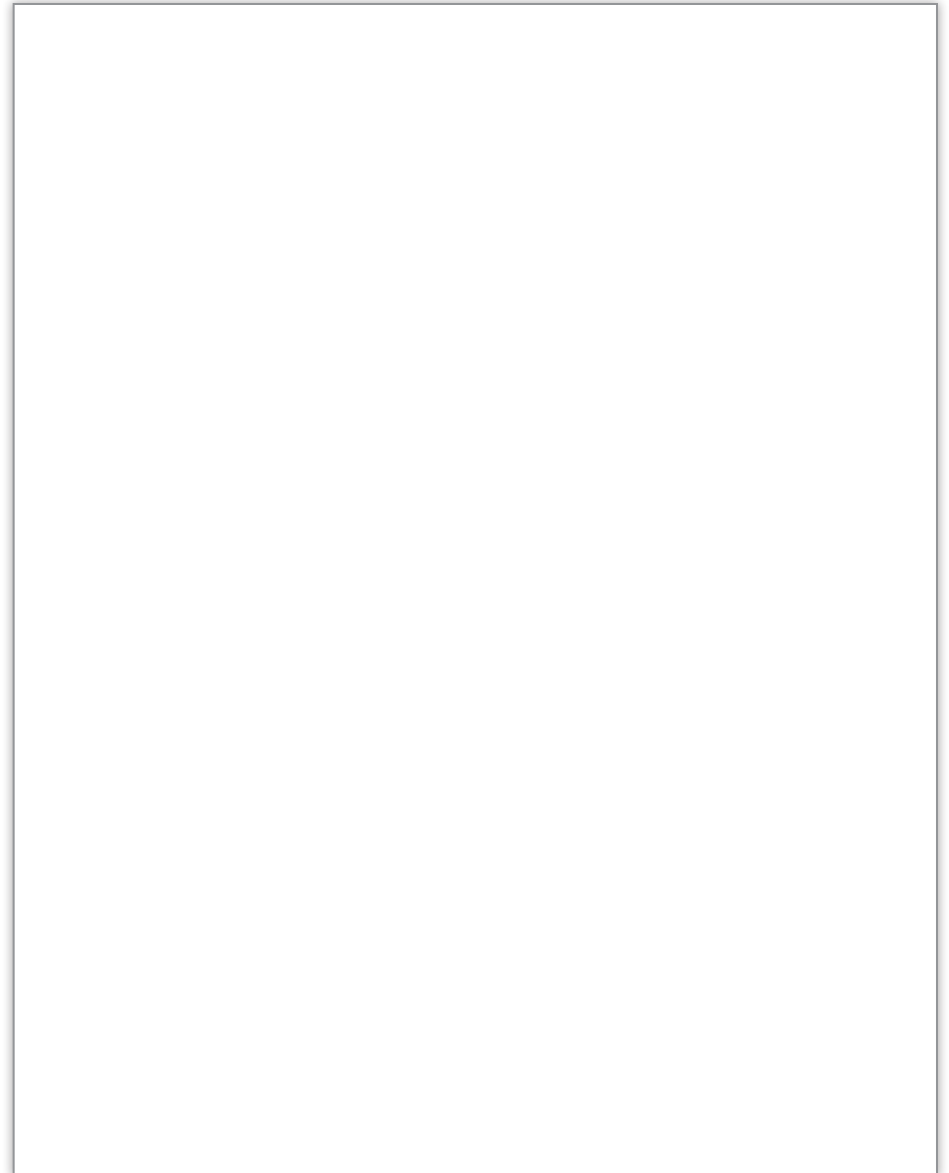




Variations



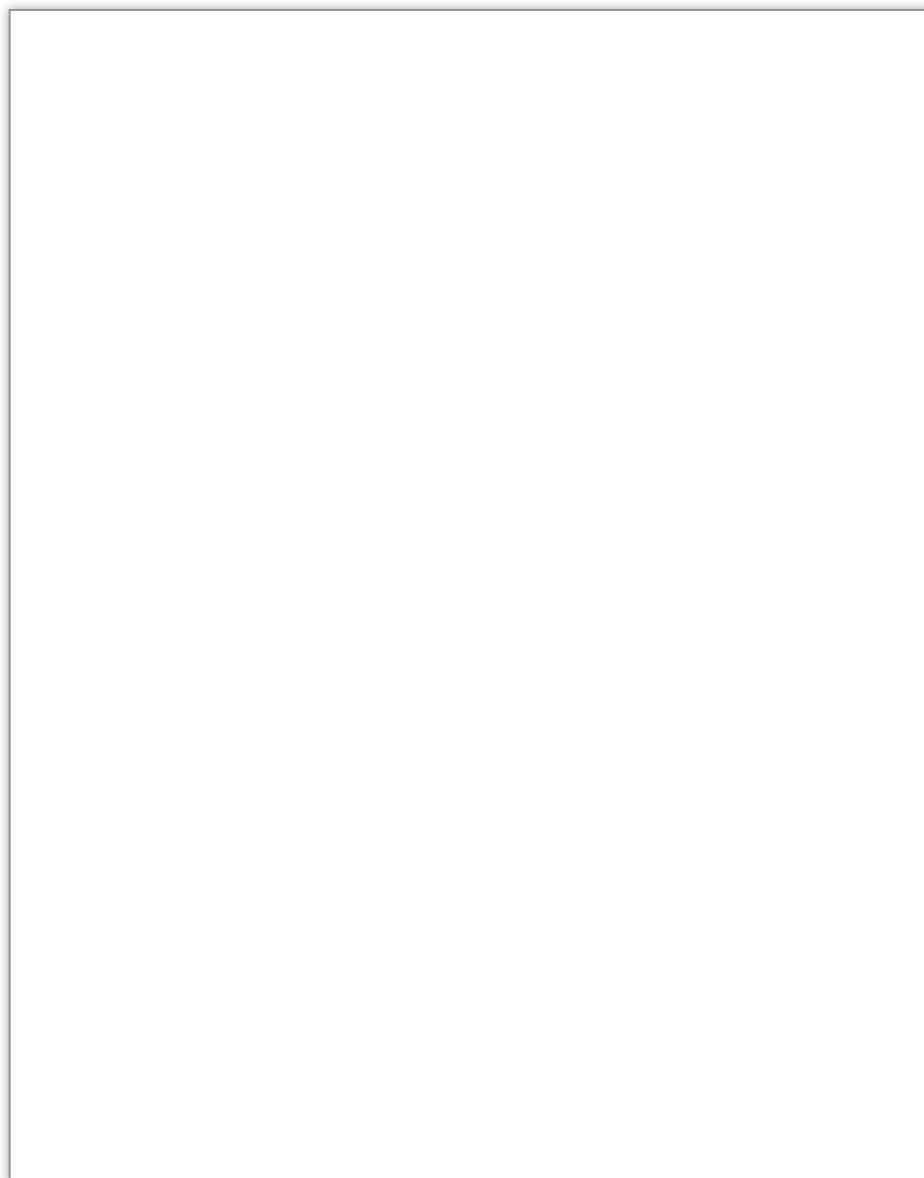
[Figure Title]



[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

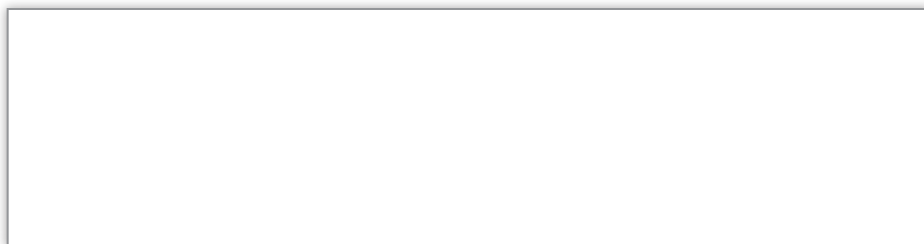
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This chapter contains:

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



c1. Global Header



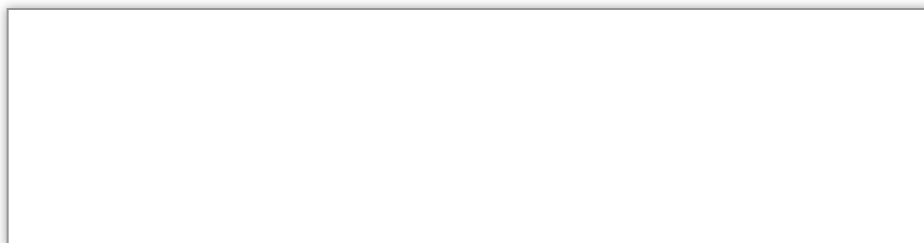
[Figure Title]



[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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❑ [Data format guideline]

📖 [Editorial guideline]

📖 [Editorial guideline]o densely]

📖 [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.

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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.

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❑ [Data format 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]

⚡ 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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📖 [Editorial guideline]



c2. Global Footer



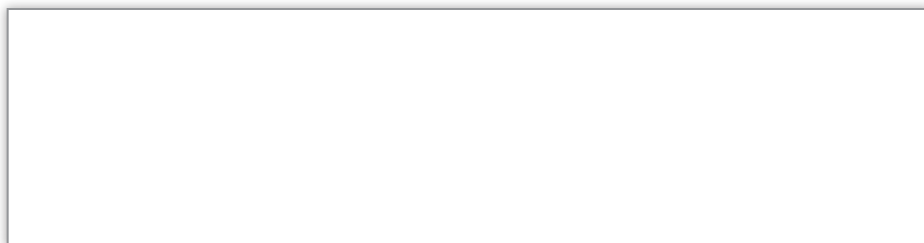
[Figure Title]



[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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📖 [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.

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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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📖 [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.

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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

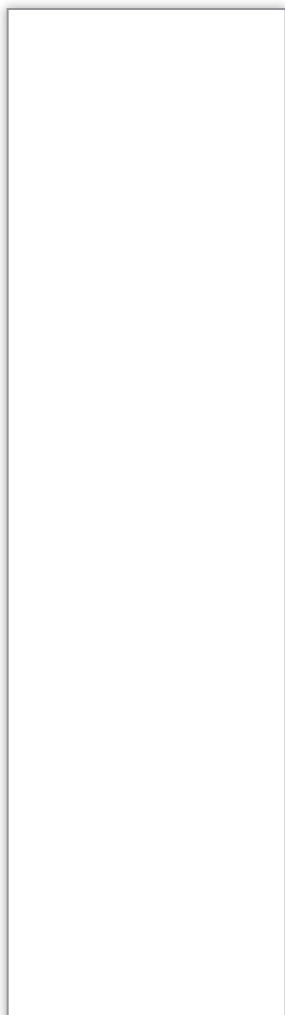


Figure Title

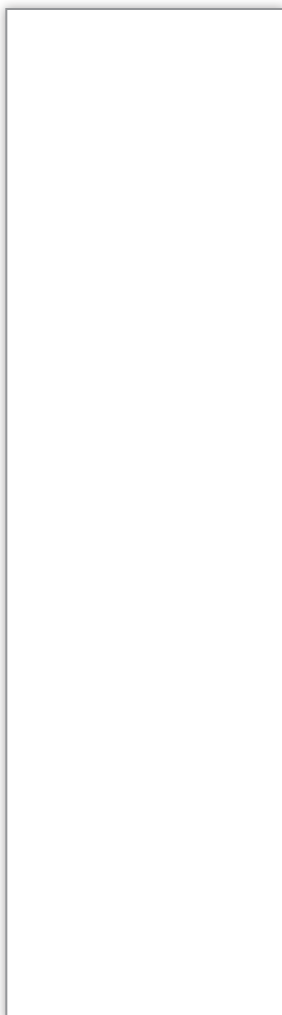


Figure Title

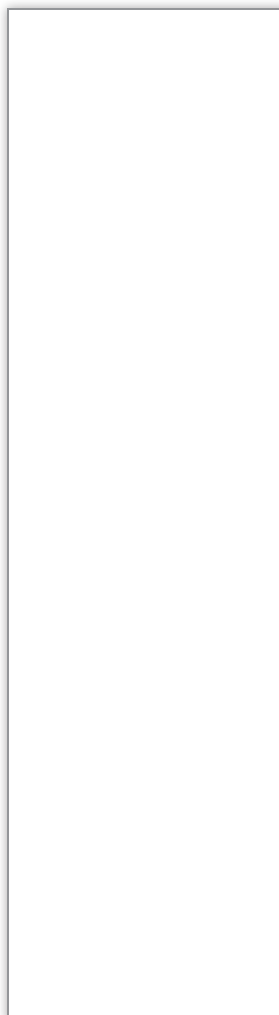


Figure Title

[Element Name]

→ [Object] [Handler]:

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

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

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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.

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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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[Element Name]

→ [Object] [Handler]:

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

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c4. Promotions

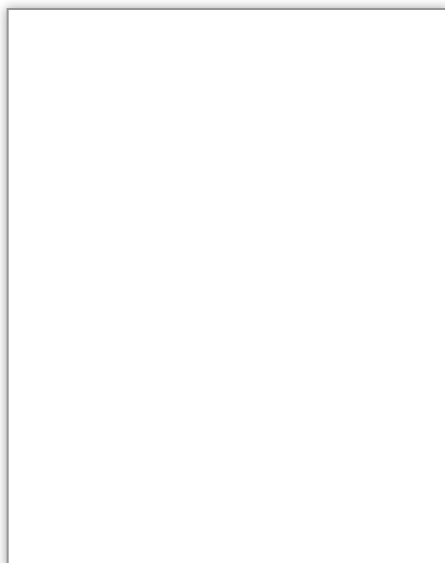


Figure Title

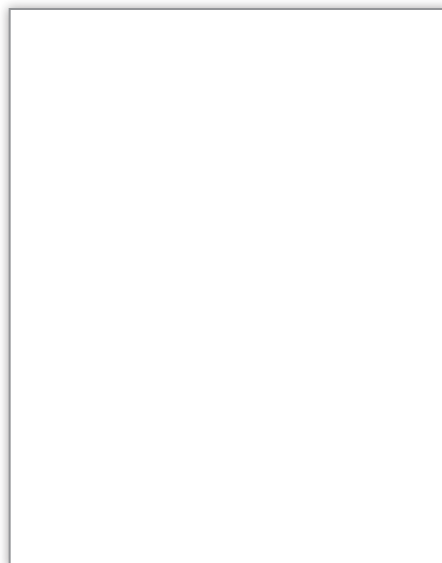


Figure Title

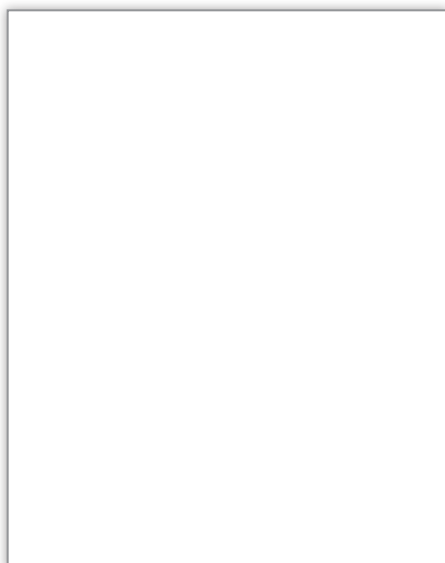


Figure Title

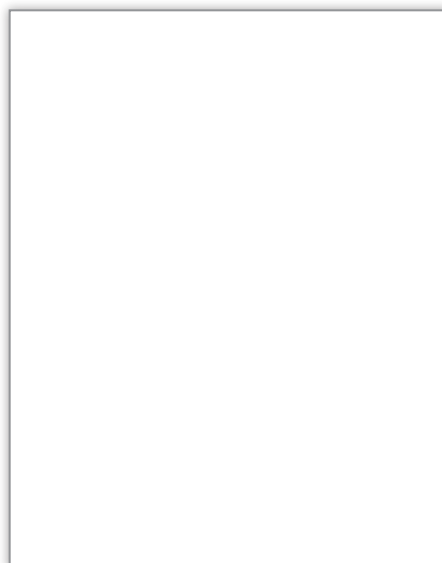


Figure Title

[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]

→ [Object] [Handler]:

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

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[Element Name]

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