

PR 486 ASSIGNMENT 2: LOGO / STYLE GUIDE

It's time to design an identity for your music company or podcast. You will create a logo for your company and a style guide. Digital version of the assignment is due **Thursday, Feb. 27, by noon** via Dropbox. You will present your designs and talk about what you designed and why.

WHAT YOU'LL TURN IN:

- A digital, native file version of your logo. Must be a Photoshop (.psd) or Illustrator (.ai) file. NO JPGs OR PNGs OR PDFs ONLY PLEASE.
- A PDF of your style guide, properly formatted. Please see the sample PDF on the class website so you know what the format is.
- A printout of your logo, centered, on 8.5 x 11 inch paper. One logo per page. If your logo has alternate versions, put each alternate version on a single page. **This should be in color!**
- A printout of your style guide on 8.5 x 11-inch paper. **This should be in color too!**
- A Word doc or Google doc explaining the thinking behind your logo, why you made the design choices you did, the look and feel you were going for, and what you wanted to accomplish visually with your logo. This can basically be a written version of what you plan to say in your oral presentation. 1-2 paragraphs will suffice.

LOGO SPECS:

- For the digital copy, you must turn in a native file type for your logo, either PSD or AI. (Your logo is likely going to be done in Illustrator, so it will most likely be an AI file.)
- Center your logo on an 8.5 x 11 inch document with a white background. If your logo is primarily white, put it in a black square or

rectangle and just explain that your logo is meant to be mostly white and that the square is not part of the logo.

STYLE GUIDE SPECS:

- Your style guide should be on an 8.5 x 11 inch document. You may need to rearrange and resize your elements to make sure everything fits.
- Your final output is a PDF (you can create it Illustrator or Photoshop but you do not need to turn in the native file).
- Make sure your company name is at the top of your guide.
- You only need to put your logo beneath the title, in its original colors. (No need to create an extra black and white version, though if you want to, go ahead.)
- If you have any alternate logos, put them below the main logo.
- For the typefaces, make sure you have at least one primary typeface that you feel should be used for all your collateral. If you wish to have secondary typefaces, make sure you put that down as well. Typeface section should include: the name of the typeface, **all** letters (lower and upper case), numbers 0-9, and all the major punctuation marks shown in the sample. If you have more than one typeface, you'll do this for each typeface.
- For the color grid, choose your main color palette (how many colors is entirely up to you). For each color, make sure you create a square and include the CMYK values **and** the web hex code (# sign followed by six numbers/characters). Remember, black and white count as colors so don't forget them if they are a prominent part of your palette.

UPLOADING INFORMATION:

- You will turn in your files via Dropbox upload.
- Whether you turn in AI or PSD files, please make sure you package your file properly. Go to File > Package to create a folder with all your assets.
- Clearly label all your files and put them in one folder. (If you packaged your files, you may have several folders. Put all these folders into a

single folder for upload.) Zip up this folder and make sure your name is in the folder name.

- Go to the Dropbox link and click "Choose from computer." You will upload the zip file. (This link only allows individual files to be uploaded, not an entire folder, which is why you need to zip the folder first.)
- Dropbox folder closes at ONE HOUR BEFORE CLASS on the nose on the due date! No late uploads will be allowed. Late assignments will automatically be docked a full grade down. Do not wait until the last minute to upload; the internet is notoriously fickle!