

PR 488 ASSIGNMENT 2: LOGO & BUSINESS CARD

It's time to design an identity for your company. You will create a logo and a two-sided business card for your company, and create a style guide. Digital version of the assignment is due **Tuesday, September 11, by 11 a.m.** via Dropbox; physical version will be turned in during class. You will present your designs and talk about what you designed and why.

WHAT YOU'LL TURN IN:

- A digital version of your logo.
- A digital version of your business card (both sides in separate files or a single file with multiple artboards).
- A physical version of your business card, cut correctly.
- A physical version of your logo, printed on 8.5 x 11 cardstock.
- A PDF and a printed version of your style guide. Printed style guide should be on 8.5 x 11 paper, does not need to be on cardstock.
- 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.

BUSINESS CARD SPECS:

- Standard business card size is 3.5 inches by 2 inches. However, feel free to use your imagination. You can use different shapes or formats so long as they do not exceed 3.5 inches in height or width. (It still has to be small enough to fit in a pocket.)

- Your card should have your name, your company name, the logo, and basic contact information. You don't need to put a full physical address, but an email address and a website should be there at the very least. (These can be fake emails and websites.)
- You must turn in a native file type for your card. If you did this in Photoshop, turn in two separate PSD files (front and back). If you did this in Illustrator, turn in two AI files. Keep all your guides in the file and rasterize your type (Photoshop) or convert your type to outlines (Illustrator).
- For your physical copy, please cut your card to the appropriate final shape. You can try to print both sides on cardstock, but it's easier to print both sides separately and then glue them together before cutting the final version.

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.)
- Make your logo no bigger than 4 inches (height or width), and center it on an 8.5 x 11 document with a white background.
- Please outline all your type (Illustrator) or rasterize your type (Photoshop).
- For your physical copy, simply print the logo on 8.5 x 11 quality paper or cardstock. (Cardstock is recommended but not required.)

STYLE GUIDE SPECS:

Your style guide should have the following items, arranged on 8.5 x 11 paper:

- Headline at the top: "Style Guide for (your company name here)". Use a typeface you intend to use for your brand.
- Your logos, in both color and black and white, next to each other.
- Any alternate logos, if applicable.

- Your font specimens. Put the name of the typeface you're using, followed by all the letters in the alphabet in upper and lowercase, plus numbers and major punctuation. Do this for each typeface you plan to use for your brand.
- Color palette. Make a square for your primary colors, and include the CMYK equivalent and HEX equivalent under the square.

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'll already have a ready-made folder.) 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 11 a.m. on the nose on September 11th. No late uploads will be allowed. Any late assignments will immediately be docked one grade down.