

BRANDING

COURSE PROJECT

Project Title Cultivation

PROJECT OVERVIEW

The focus of this project is to enhance one's abilities in developing a holistic brand system based on the overarching theme of "**CULTIVATION.**" This can be defined in any way that you wish.

We will explore the use of organizational methods to assist in the structuring of type and images.

Much of advertising focuses on the consumer, business-to-business, high-tech or cause related marketing I am leaving the decision for your brand project up to you. You must focus on a theme of cultivation but you may do so by rebranding and existing brand or creating a new (and in some cases, impossible) brand of your own.

I believe the most important part of this project is to be as imaginative as possible. That being said I have **ONE RULE** for all projects, if you break this rule I will fail you! The rule? Have Fun! Seriously were not out to cure cancer or solve world hunger on this one. The more fun you have with a project the better you will make it.

PROJECT GOALS

CREATIVE BRIEF

You will need to draw up a creative brief for your brand that includes your Target Audience, Geographic Scope, Research and Methodology, Market Competition and Objectives, as well as a S.W.O.T analysis. Before any of this you will of course need to choose what your brand will do/be, (don't worry about the name for it yet, if it helps you work you can give your project a working name).

LOGO

Select a company/organization name that is mythological or historical in nature. Today, allusions to myths are found in ordinary conversations, in songs, advertisements, and brand names. These names can give a brand a step-up because the name is already part of society at some level or another. (example: NIKE > was a goddess who personified victory, also known as the Winged Goddess of Victory).

Before deciding on your final choice do preliminary research on at least two names in order to clarify potential connections to your project. It is suggested that you pursue tangents to these as to push the bounds of conceptual development.

The logo should succeed in portraying the philosophy of the company/ organization while communicating the nature of the business in which the company is involved. A successful combination mark includes a typographic treatment of the company name (also known as the logotype) and a graphic symbol that is both engaging and appropriate. In addition to working together in a predetermined fashion, the logotype and the graphic symbol should be able to work independently. (example: TARGET).

PROJECT GOALS (CONT.)

BUSINESS SYSTEM

You are to design a stationary system that features your chosen mark. Include a #10 envelope, a business card, and letterhead. Issues of consistency in alignment, spatial treatment, and structure must be considered. Typographic treatments should be chosen after type studies are done. Paper choice should be made only after extensive research and sampling.

ADDITIONAL DELIVERIES

Along with the final logo and business system, you must propose **TWO (2)** additional pieces that will support/add to the brand awareness. These must be appropriate for the strategy and target audience. The items can include (but are not limited to): print ads, packaging system, magazine, direct mail, POP, etc. Remember to think outside the box on this and have fun. You can also feel free to go beyond the minimum of two pieces.

BRAND MANUAL

Design an abbreviated Brand Manual. The manual should be printed and bound in a fashion that allows for changes/additions to be made. Restrict size to something traditionally associated to such pieces. Layouts should be single pages and page structure should be such that the labeling of each page is clear.

Include the following in your Brand Manual: cover, business/organization philosophy, influences, combination mark with primary setting, mark rationale and grid, two secondary mark settings, primary colors, secondary colors, type families, improper usage, stationary guidelines, and guides, colors, and designs for additional deliveries.