

CGRA3050- PROJECT 1 : IDENTITY PACKAGE

Due Monday, April 10th

You will design a business card, a letterhead, and an envelope for yourself, or if you wish, a company (either a real one or an imaginary one.)

Your pieces will be tied together by a **logo**. Remember, logos are most important piece of branding a company has.

Potential use: a set of personal stationary can be used to print your resumé on. Resumés can be enclosed in your envelope when presented or mailed to clients. Business cards can be handed out anywhere, anytime to a potential employer or business contact. (Think career fairs!) Envelopes are also useful for sending follow-up “thank-you’s” after an interview.

I can't recommend enough the book "Design it Yourself Logos, Letterheads, & Business Cards" by Chuck Green to help with this project.

Step 1 – Logo design due Monday, April 3rd

1. Decide whether you are designing for yourself (recomended!), a real business, or an imaginary business, and define what you/they do.
2. If not doing this project for yourself, or an existing company, invent a name and purpose for your fictional company. Ex: “Something Blue” is a catchy name for a shop dealing in bridal goods.

Compiling a brainstorming list can really help when choosing a name. One common technique is to make lists of adjectives that apply to your company, and then coming up with synonyms for those words, etc.

When in doubt, “test market” your name to someone else.

3. Check out the logos of businesses and individuals working in your chosen field. Regardless of whether you're doing this project for yourself or for a business, you'll look up relevant companies. (If you are the subject of these documents, search on companies in the field you wish to work in.) Find **2** logo imagea and save them onto your USB drive. Now, File>Place them into InDesign. Make sure the images you choose are clear and easy to see.
4. Come up with a defining phrase about your business. (5-15 words). The smaller the business, the longer the statement should be. A company like Nike can use “Just Do It”, even though this tells nothing about the company, because they can afford to advertise extensively and establish a connection between them and this phrase. Coca-Cola did the same with its “Just for the taste of it” Diet Coke campaign. Small businesses usually don't have large advertising budgets and instead need to explain what they do in their tag phrase.

Ex: “Restoring Heirloom Wedding Dresses since 1949” or “Designer in all mediums”

5. Design a logo. Your logo may only use type and shapes. You should create this logo on the same page in InDesign as you used for step #3. It should incorporate your name or your business' name in some way.

Play around with sizing, position, etc. Don't waste too much time with color, as you'll be printing in black & white. The Glyphs palette (Type>Glyphs) is a great place to find symbols.

6. Type your name at the bottom of your page before printing this document out.

Step 2 – B-card, Envelope, Letterhead due Mon, April 10

The page sizes:

Letterhead = 8.5 x 11 inches,
51p0 width x 66p0 height, or “Letter” sized

Business Card = 3.5” width x 2” height or
21p0 x 12p0 height

Margins – all 0

Envelope = 9.5 inches w x 4.125 inches h or
57p0 width x 25p0 height

Margins- all 0

Time to consider your style. The style you choose should reflect the subject of the three printed pieces. Your style identifies to consumers what your values are and how you are different from your competitors.

Create these pieces in the order above. Note: setting up a grid can help you keep your elements neat and aligned. At least use guides.

Printing Instructions: These instructions are essential for printing the business card and envelope. The letterhead should be fine on its own.

File > Print

Go to the Setup section on the left. Under “Options” choose Page Position: Centered

Under the Marks and Bleeds section check “Crop Marks” – yes, this will put lines around your piece but it will show me the size of the design. Instead of this you can draw a border around your card and envelope.

You do not have to cut these out. If you want to print on a home color printer but do not have InDesign let me know and I’ll help you set up the file..

Tips for each piece:

Letterhead: First define the info you think is essential to have on the letterhead. Remember, people often throw out envelopes and only keep letters so all essential contact information should be on this piece.

Ex: Name of Organization or your name,

Street Address (+Zip, Country etc.)

Phone # (if more than one is useful, include)

Fax #

E-mail address

Website address

Office Hours? (Time Zone inc. – i.e. EST)

2. Choose a Font or Fonts that complements any used in your logo. Your logo will go on this letterhead somewhere.
3. Choose the number of colors and which colors (Use the Color Palette and write down the values for the Colors you choose so you can find them again).
4. Start playing. Toss out all notions of how the info should look on the page and incorporate shapes (the Transparency palette is fun for making subtle, faded out background shapes), or lines, or images. Play with all of the options on the Character and Paragraph palettes.
5. To create a fake letter for your page, first make a text block. Then go to; Type> Fill with Placeholder Text. Try to format it so it looks like a letter.

Do not be afraid to drag the edges of shapes and decorative elements over the margin line, but don’t put any type outside of the margins.

Business Card: Again, ask yourself what info needs to be on your business card, or a company’s card.

For example: Your name

Your title
Department?
Street Address (+Zip, Country if the business is international, etc.)
Phone # (if more than one is useful, include)
Pager?
Fax #
E-mail address
Website address
Home Phone?
Office Hours? (Time Zone inc. – i.e. EST)

You will repeat the logo, and usually the colors from the letterhead.

The business card design can and should take up most of the page. Do a test print to make sure the text is legible.

Experiment with the layout! Try moving things all around and changing the formatting! Add two columns to help organize your page (Layout> Margins and Columns)

Envelope:

Your envelope encloses your letters and your business card and is the public face of your company or of you when you send out mail. Include your logo on this piece as well and most likely, stick to the colors from the other 2 pieces.

1. You can decorate the envelope as much as you want but leave room in the center for a “To:” address to be written and a stamp to be applied at top-right. You can just use the logo and your return address, if you want.
2. Your info should go on the top left, “return address” area. You probably only need your address and company name/your name on there.

Standard practice is 10-12 point sans-serif font aligned left with city, state, and zipcode (+4 optional) on one line. Use standard 2-letter state abbreviations without punctuation.

Ex:

Something Blue
23 Grove Street, Suite 203
Providence, RI 02903-0411

You will be graded on consistency between pieces, making them look like a set), on neatness, on correct measurements of the actual files, on alignment, creativity, information inclusion, completion of printing correctly, the success of your Part 1, spelling/typos, and effort.

Extra Credit

Get these printed for real and show them to me before the end of the trimester. Places like Concept Link, Alpha Graphics, and Kinko’s can do it, as can many internet-based companies, like www.psprint.com.

Concept Link • (401) 273-0535 • 88 Weybossett St. • <http://www.concept-link.com/>
(Across from the Enterprise Rent-A-Car , past the Dunkin Donuts). Offer a discount with student ID.

Alpha Graphics • (401) 351-4000 • 211 Eddy St. • <https://www.alphagraphics.com/>
(Head down Dorrance St. towards Spike’s hot dogs/ Club Hell & make a left at the bridge.)