

Branding Identity Process Book  
Company Name:  
Spring 2020  
Designer:

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# Creative Brief / Design Statement

Company Name:

Brand Description:

( Briefly discuss the competition, market realities, obstacles, etc.)

Project Summary: (Clear, concise description of project – keep brief.)

Target Audience: (Whom are you trying to attract? Be specific.)

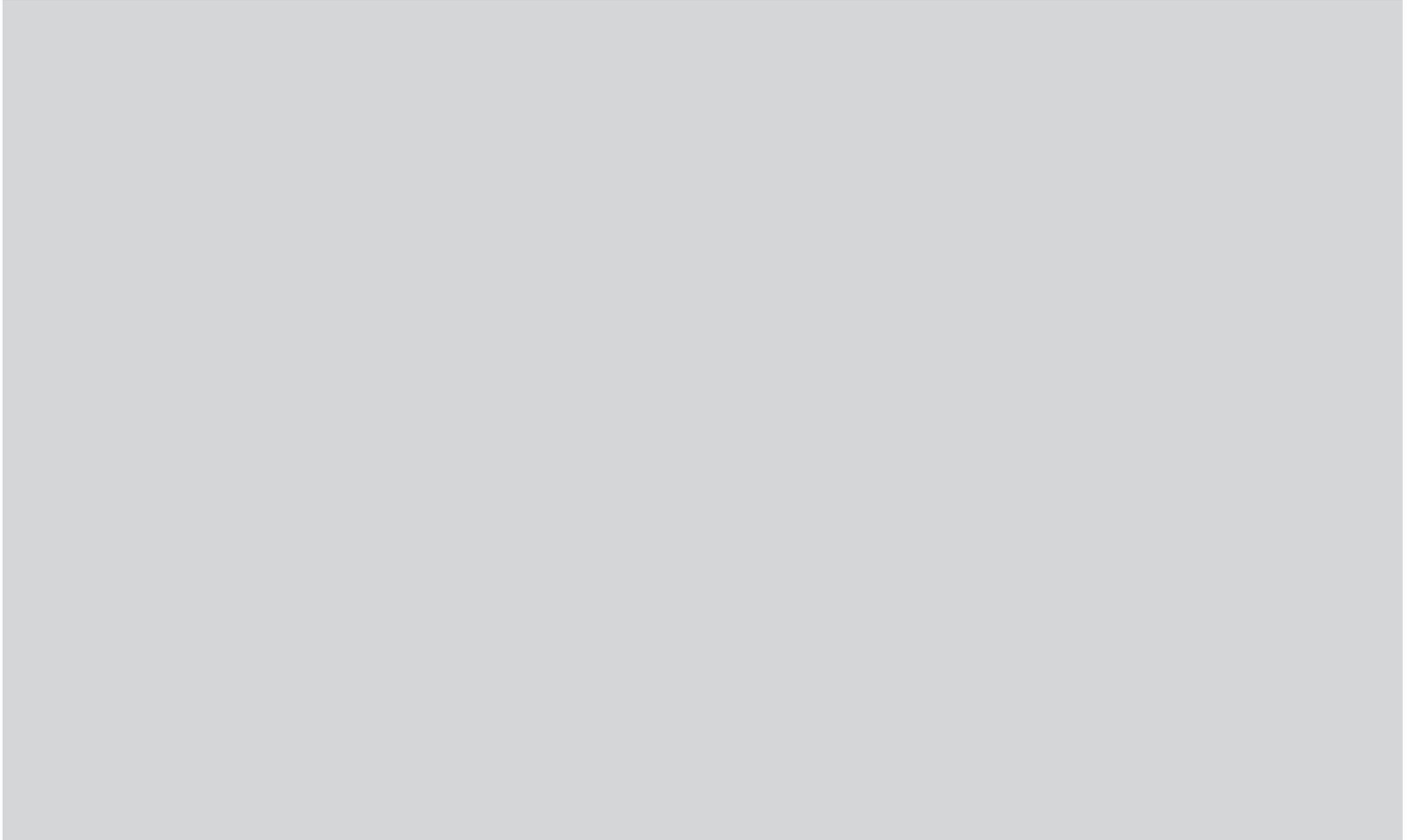
Desired Message & Tone:

(How do you want the message perceived -- creative, fun, warm, active?)

Problem Analysis/Define:

(Problems about logo, imagery, type, color, layout, composition...)

# Logo Creation (20 Ideas Sketch)



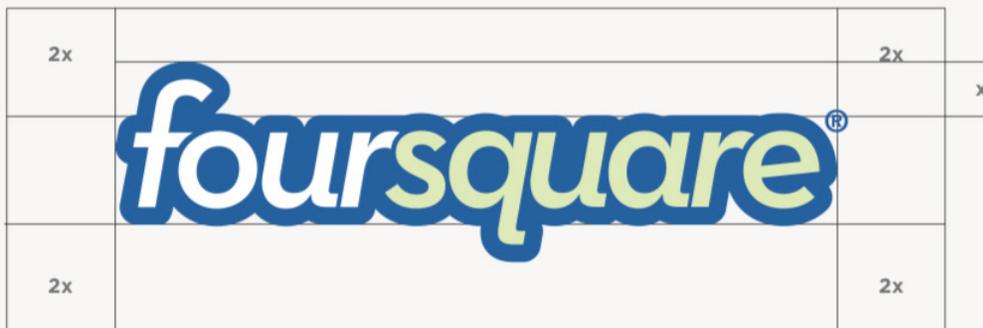
# Logo Creation (One Idea with Responsive Interaction)

Old version  
of the Logo





# Logo Usage (dimension/safe zone/acceptable/unacceptable)



## LOGO USAGE

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the Foursquare logo is over a white/light background or on Foursquare blue. Every attempt must be made to do this.

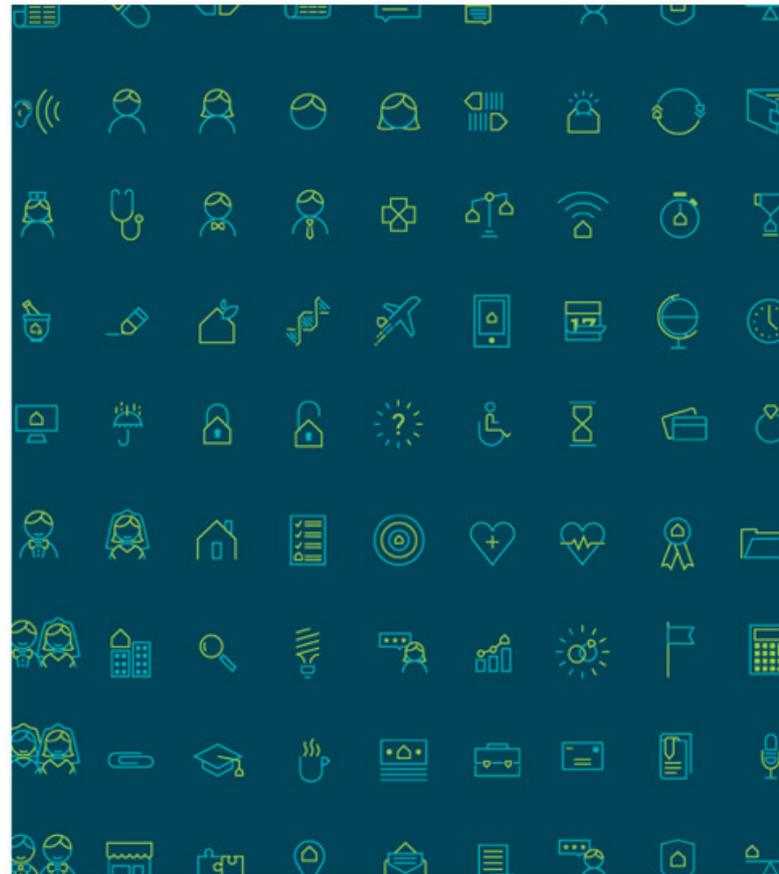
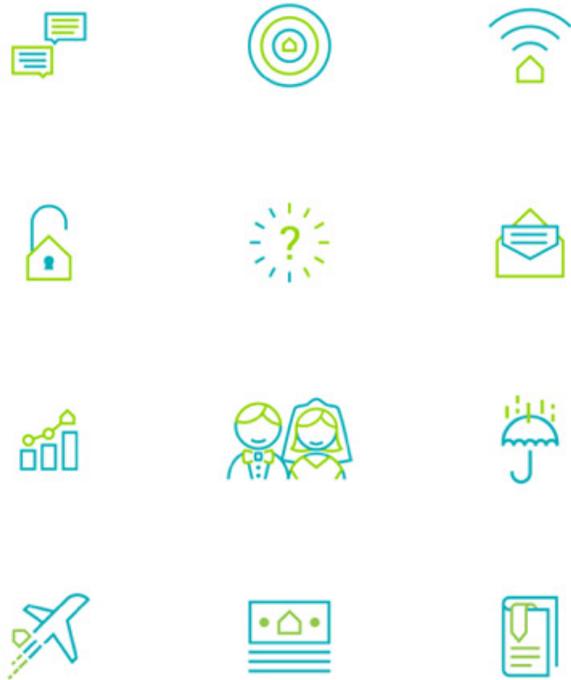
If the logo must be placed on a dark background or color options are limited then the Foursquare logo can be knocked out and used in one color.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

# Logo Usage (dimension/safe zone/acceptable/unacceptable)

<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>INCORRECT LOGO USAGE</p> <p><b>DON'T:</b></p> <ol style="list-style-type: none"> <li>1. Change logo's orientation.</li> <li>2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.</li> <li>3. Place the logo on busy photography.</li> <li>4. Change the logo colors.</li> <li>5. Attempt to recreate the logo.</li> <li>6. Scale the logo unproportionately.</li> <li>7. Make alterations, additions or substitutions to the words and or colors contained in the logo.</li> <li>8. Use the logo as a repeated pattern, "wallpaper," or other decorative device.</li> <li>9. Display the logo without the ® or ™ symbol.</li> </ol>
<p>4</p> 	<p>5</p> 	<p>6</p> 	
<p>7</p> 	<p>8</p> 	<p>9</p> 	

# Icons Creation (10 Universal Icons)



Icon set.

# Color Palette



FOURSQUARE LOGO BLUE

FOURSQUARE LOGO YELLOW

**PMS** 307  
**CMYK** 100, 45, 16, 1  
**RGB** 0, 114, 177  
**HEX** # 0072b1

**PMS** 600  
**CMYK** 7, 2, 40, 0  
**RGB** 238, 235, 172  
**HEX** # eeebac



BLUE GREEN ORANGE YELLOW GRAY

<b>PMS</b> 312C	<b>PMS</b> 375C	<b>PMS</b> 151 C	<b>PMS</b> 116C	<b>PMS</b> 427C
<b>CMYK</b> 0, 0, 0, 62	<b>CMYK</b> 48, 0, 100, 0	<b>CMYK</b> 0, 65, 100, 0	<b>CMYK</b> 0, 19, 100, 0	<b>CMYK</b> 17, 11, 13, 0
<b>RGB</b> 0, 170, 210	<b>RGB</b> 143, 212, 0	<b>RGB</b> 255, 121, 0	<b>RGB</b> 255, 203, 0	<b>RGB</b> 209, 212, 211
<b>HEX</b> # 0cbadf	<b>HEX</b> # 8fd400	<b>HEX</b> # ff7900	<b>HEX</b> # ffc000	<b>HEX</b> # d1d4d3



60% 15% 10% 5% 10%

## COLORS

Our colors are what gives us our personality. We're bright, bold and colorful.

### 1. LOGO COLORS

These are our logo colors. Use these sparingly so as not to outshine our logo.

### 2. SUPPORTING COLOR PALETTE

These make up our core color palette.

### 3. PERCENTAGES

Use the supporting color palette in the outlined percentages in all marketing material.

# Font Family

## GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## GOTHAM BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

## TYPOGRAPHY: PRINT

Typography is a key element to communicate a unified personality for Foursquare. We have selected GOTHAM as our font.

GOTHAM is strong, yet it is not overbearing. When writing headlines use GOTHAM CAPS. When using GOTHAM for body copy use sentence case. Mixing weights in headlines is okay too.

# Process Statement (Conclusion)