

Branding System Development Project (BSD)

Commercial Promotion Design

- **Research and Choose One Brand.**
(Company/Corporation/Store/Online Store/Restaurant/Café...)
 - **Research the Chosen Brand (Old).**
(Description/Business/Product/Target Audience/Marketing Strategy/Visual Contents)
 - **Rebrand the Chosen Brand (New).**
(Branding Statement/Verbal Contents/Imagery/Type Usage/Color Palette/ Materials)
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Branding Identity Process Book (Stage 01) - March 12

- Cover
- Table of Contents
- Creative Brief / Design Statement
(Brand Description/Project Summary/ Target Audience/ Message & Tone)
- Problem Analysis / Define (logo/imagery/type/color/layout/composition)
- Logo Creation (20 Ideas Sketch)
- Logo Creation (One Idea with Responsive Interaction)
- Logo Description
- Logo Usage (dimension/safe zone/acceptable/unacceptable)
- Icons Creation (10 Universal Icons)
- Color Palette
- Font Family
- Process Statement

(Requirement: 8.5x11 inch Good Quality Paper Color Print with binding)

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Visual Branding Book (Stage 02) - April 09

- Cover
- Table of Contents
- Creative Brief / Design Statement (200 words)
- Mood Board
- Brand Essence Statement – Including 5 Guiding Principles of the Brand, should include the brands verbal adjectives (Like Nikes 11 Commandments)
- Business Card / Letter head
- Other Stationary choose at least 5 items (cup/t-shirt/pen/bag/stickers/lable/coaster...)
- Mockup: App / Web Page (3page for each)
- Other Mockup choose at least 2 items (station signage/Ad board/truck wrap/lamp flag)
- Design Conclusion Statement

(Requirement: 8.5x11 inch Good Quality Paper Color Print with binding)

Presentation Layout (Stage Final) - May 07

- One Page of Branding Identity and Visualization Layout
- 12x18 inch mount on the foam board
- Color Print / Cardstock Paper

Deadline for All Stages: May 14

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Branding Book Samples

Brandbook Nike Football

https://issuu.com/logobr/docs/brandbook_nikefootball

Foursquare

<http://playfoursquare.s3.amazonaws.com/press/foursquare-brandbook.pdf>

Unicef branding toolkit

<https://www.slideshare.net/richardtong7/unicef-branding-toolkit>

Santa brand book

https://www.quietroom.co.uk/santa_brandbook/

NASA Graphics Standards and Brand Identity Guidelines

<https://imjustcreative.com/nasa-brand-identity-guidlines-circa-1976/2019/07/02/>

Logo and Identity for Brighthouse

https://www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_brighthouse_financial_by_red_peak.php

Kickstarter Identity Brand architecture Guidelines

<https://order.design/project/kickstarter>

Venmo Brand Guidelines

<https://venmo.com/about/brand/>