

Guideline for Visual Branding Book

For the visual branding book, please design the entire book which should be associated with the design style of the branding identity process book and your logo design. Every design should be different from the template which provided. Keep creative, unique, and consistency.

Please use the Visual Branding Book Template as reference, and check out the details requirement for each page development.

Cover – need design

Table of Contents – need design

Creative Brief/Design Statement – describe the plan of how you going to design for the product, how do you apply the design for the entire branding system...

Mood Board – ideas expression from outside resources, creative information collected from other design project, and list of materials which associated with visual branding design concept.

Brand Essence Statement – including 5 Guiding Principles of the Brand, should include the brands verbal adjectives (Like Nikes 11 Commandments).

Business Card/Stationary Letter Head – Business card should design double side with all information from the company. Letter head is for the business paper work which including the logo identity on the document paper. All items need to be placed into the mock up template.

Other Stationaries – choose at least 5 items which associated with business of the company. The design for each item should be related to the design style of the branding identity. All items need to be placed into the mock up template.

App/Website Page – 3 slides design for App and 3 slides for Website page. App design need to include logo landing page, home page with navigation bar, and a secondary page. Website page should include the home page with navigation bar, and two secondary pages. All items need to be placed into the mock up template.

Other Mock ups – choose at least 2 items for the mock up creation.

Process Statement (Conclusion) – describe the design process and thinking throughout the visual branding creation for the company. What the voice, and tone are you trying to express? How are you going to promote the brand for the company? What's market value and influence?