

VISUAL BRAND BOOK



GO FURTHER

Visual Branding Book
Ford Motor Company
Spring 2020
Designer: Anthony Goudia

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DESIGN STATEMENT

Ford's focus on the freedom of movement helped create the middle class. With the revolutionary creation of the manufacturing assembly line, we got the whole world moving with the first vehicles built for everyone. As current environmental realities are trending towards renewability and affordability, Ford promises to be there for current and new customers to keep them moving.

The goal of the project is to reinvigorate and retool the brand for environmental benefit. The next generation of vehicles will be designed so that they align with our environmentally conscious efforts. We already have a stable consumer base but by redesigning the brand in line with a more modern world, existing and new customers who may go to another manufacturer will consider purchasing a Ford in our expansive vehicle segments. Ford has had a lasting stability and growth in its consumer base over the last hundred years, but we must push the bounds of our current brand design and vehicle lines for the benefit of the next generation.

We are the first manufactured, mass produced American 'people's car' with a responsibility to do right by those very people who have given us so much. Our intention is to move into the future by investing in much more hybrid and electric alternatives for an increasingly environmentally conscious consumer base. Our message is what it always has been, forward moving and ever improving our brand of vehicles.

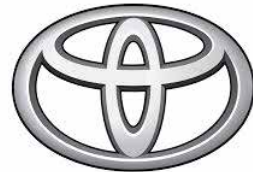


MOOD BOARD

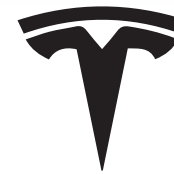
These emblems were some of the inspiration for the Ford synergy logo design. The goal was to follow similar conventions of hybrid branding but elevate it to the next level.

The standard design material for these emblems are usually chrome and metallic in nature to emphasize contemporary and futuristic technologies.

The colors ranges are usually in green and blue hues symbolizing electric or natural fuel type alternatives.



TOYOTA



TESLA



BRAND ESSENCE: PRINCIPLE 1

SYNERGISTIC

Definition: Relating to the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.

Synergy (noun): Mid 19th century: from Greek sunergos 'working together', from sun- 'together' + ergon 'work'.

Synergy is the cornerstone and namesake of our brand. It represents a commitment to combine our research and development for the betterment of our products.

With the advent of new technological advancement, it is our responsibility to come together and make sure the world has what it currently needs to succeed.



BRAND ESSENCE: PRINCIPLE 2

ENVIRONMENTAL

Definition: Relating to the natural world and the impact of human activity on its condition. relating to the natural world and the impact of human activity on its condition.

Environment (noun): First recorded in 1595–1605; environ + -ment



The environment is the main focus of our Ford Synergy line. In a world with increasing population and industrialization, our products must shift to reduce their impact on the planet.

The Synergy line will exude our will to provide low emission and electric alternative vehicles in support for the needs of the planet.

BRAND ESSENCE: PRINCIPLE 3

FUTURISTIC

Definition: Having or involving very modern technology or design.

Future (noun): Late Middle English: via Old French from Latin *futurus*, future participle of *esse* 'be' (from the stem *fu-*, ultimately from a base meaning 'grow, become').

The world moves at a blistering pace so, the Ford Synergy line promises to be at the forefront in advancement. Our designs are cutting edge and forges the path for others to follow.

Our planet requires us to be forward in our thinking. This is our home and we will do what we can to maintain it.



BRAND ESSENCE: PRINCIPLE 4

CONSCIENTIOUS

Definition: Wishing to do what is right, especially to do one's work or duty well and thoroughly.

Conscious (noun): Late 16th century (in the sense 'being aware of wrongdoing'): from Latin *consciūs* 'knowing with others or in oneself' (from *conscire* 'be privy to') + *-OUS*.



We are conscious of the world and the needs of our customers. In this ever expanding technological era, the Ford Synergy line exists to do right by the world.

We are aware of our contribution toward less than optimal circumstances in the environment. We will continue to improve and innovate as we always have.

BRAND ESSENCE: PRINCIPLE 5

PASSIONATE

Definition: showing or caused by strong feelings or a strong belief.

Passion (noun): Middle English: from Old French, from late Latin passio(n-) (chiefly a term in Christian theology), from Latin pati 'suffer'.

Our passion fuels us to create the cutting edge technology people expect out of the Ford Synergy line. We feel an intense need to do what is needed so we may all benefit.

We promise to continue in our passion to keep the world moving forward and ever improving of our products.



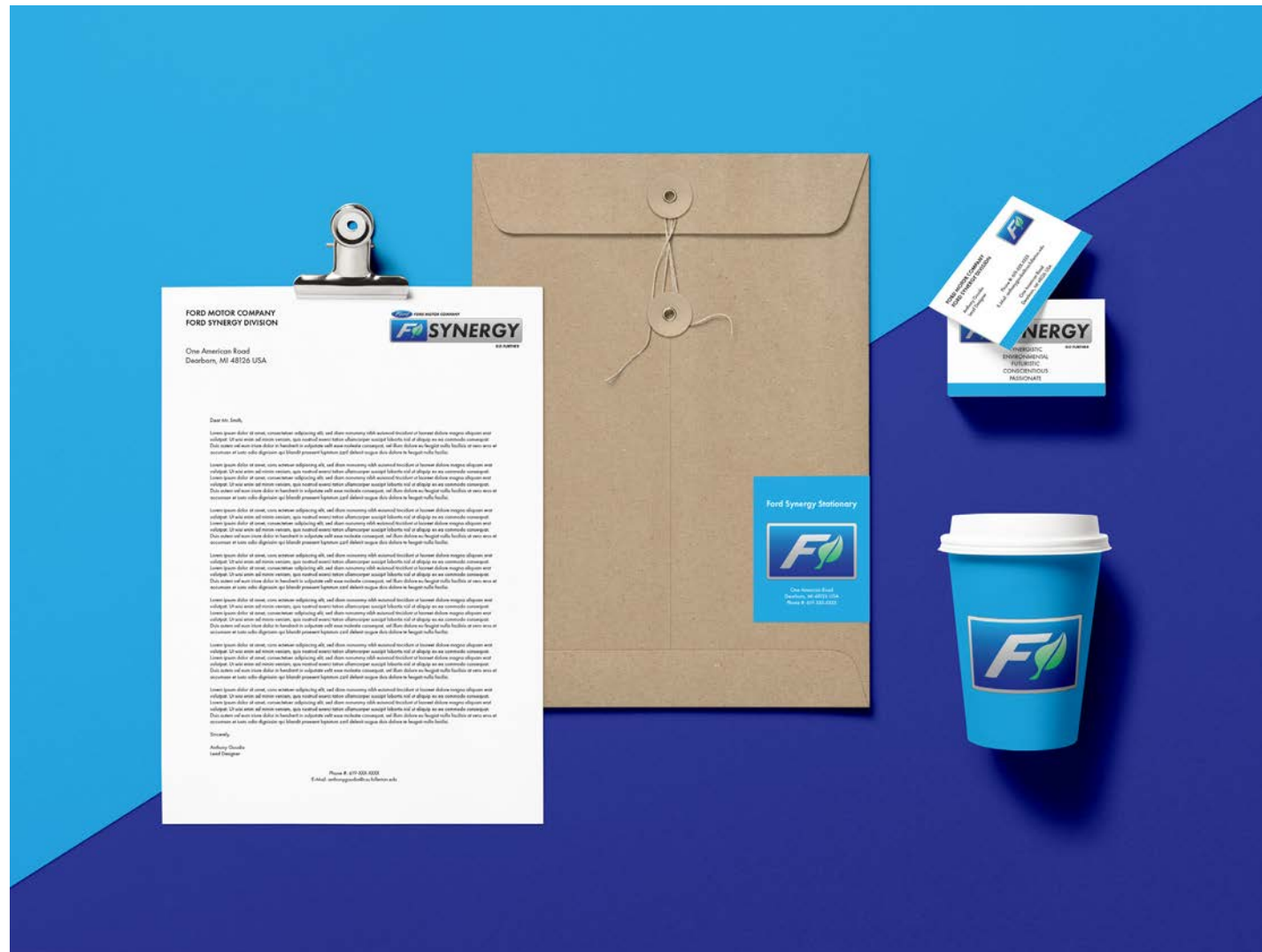
BUSINESS CARD

Here is our Ford Synergy Business Card in all its glory. Typography is important in conveying our message and unifying our design theme of going further. This is why we have chosen Futura as our font.

Designed by Paul Renner in 1927, it was created as a contribution to the New Frankfurt project. Geometric in its creation, it represents the Bauhaus style of minimalist design. Its consistent, clean form justifies its versatility and popularity.



STATIONARY



Here are some items part of our stationary collection. As you can see, we have a variety of items ranging from disposable coffee cups to envelope labeling. The range of responsive logos can be easily applied depending on item sizes.

The Ford Synergy logo can also be used depending on hierarchy. The letterhead contains our full size logo while the front end of our business card is utilizing the smaller logo.



COMMERCIAL MOCKUPS

FORD SYNERGY T-SHIRTS



FRONT



BACK

COMMERCIAL MOCK-UPS

FORD SYNERGY VAN ADVERTISEMENT

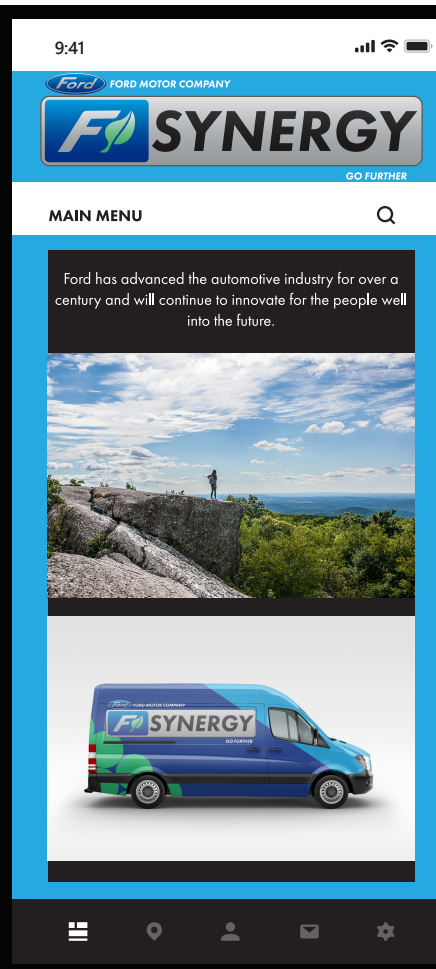


APP PAGES

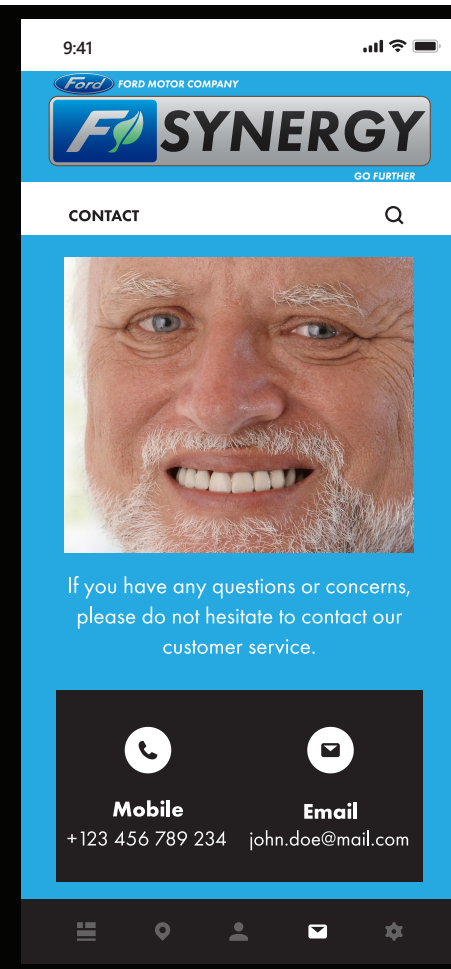
LOGO LANDING PAGE



HOME PAGE

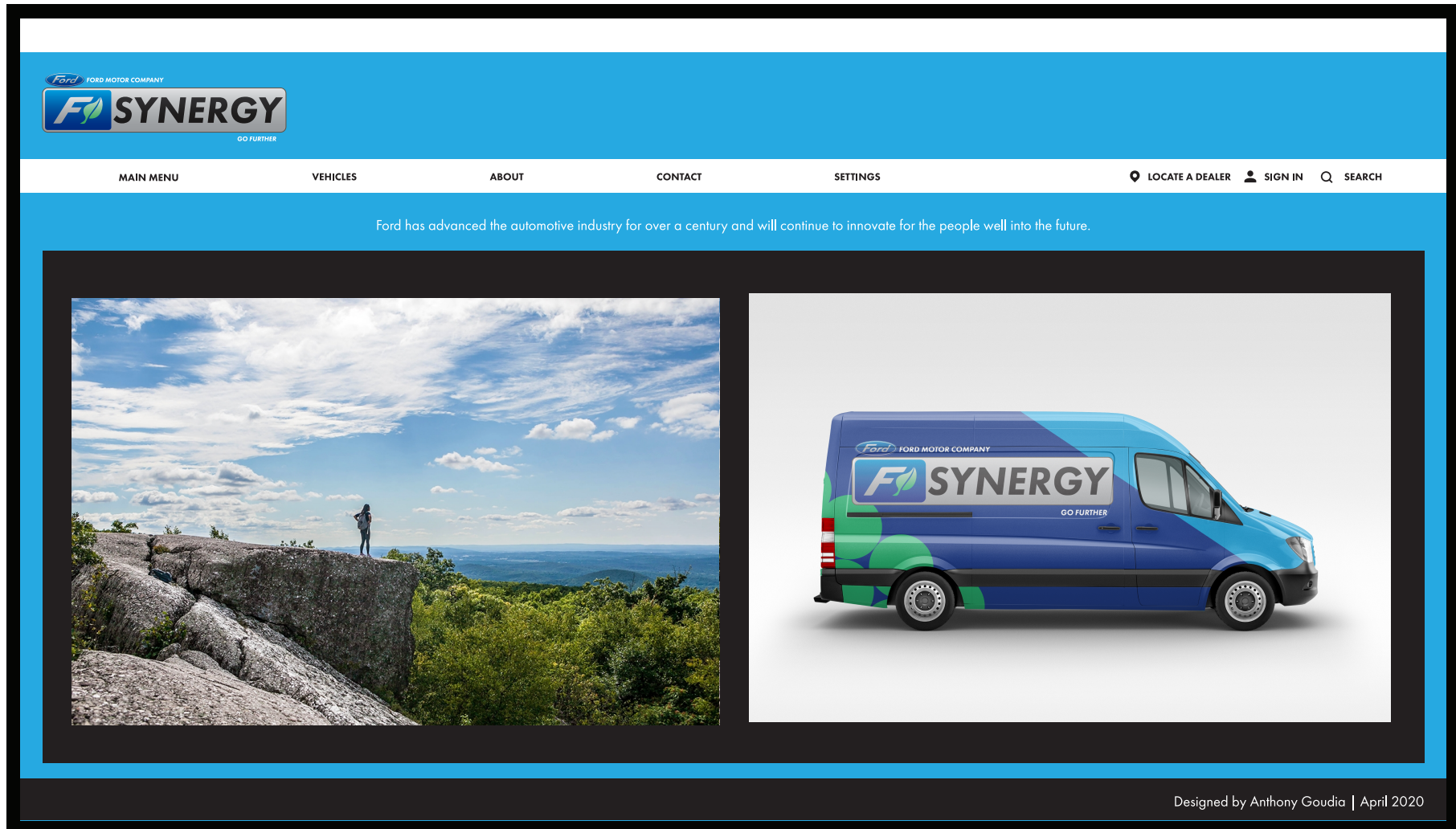


CONTACT PAGE



WEB PAGES

HOME PAGE



WEB PAGES

ABOUT PAGE

Ford FORD MOTOR COMPANY
SYNERGY
GO FURTHER

MAIN MENU VEHICLES ABOUT CONTACT SETTINGS [LOCATE A DEALER](#) [SIGN IN](#) [SEARCH](#)

Synergy is the cornerstone and namesake of our brand. It represents a commitment to combine our research and development for the betterment of our products.

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Ford has advanced the automotive industry for over a century and will continue to innovate for the people well into the future.

Designed by Anthony Goudia | April 2020

WEB PAGES

CONTACT PAGE

Ford SYNERGY
GO FURTHER

MAIN MENU VEHICLES ABOUT CONTACT SETTINGS LOCATE A DEALER SIGN IN SEARCH

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If you have any questions or concerns, please feel free to contact our customer service representatives so we may help you.

Mobile
+123 456 789 234

Email
john.doe@mail.com

Designed by Anthony Goudia | April 2020



AD MOCKUPS

STREET BILLBOARD



AD MOCKUPS

HIGHWAY BILLBOARD



PROCESS STATEMENT

When it came to redesigning the Ford Motor Company brand identity, There were a few issues to address. The first question was how do I maintain what Ford stands for at its core but create something fresh for the future? The second was how can I make the re-branding successful within the vehicle line? The answers fortunately appeared with a two prong approach in redesigning the overall logo and launching a new vehicle badging line to support the change.

The font Futura proved to be a stable base for launching both logos for the project. Its geometric and elegantly advanced design was perfect for conveying the message of environmental consciousness and commitment. I ended up preserving the flair of the 2003 Centennial Blue Oval script written 'Ford' in a modern, swift design. The Ford 'F' maintains dominance throughout both logo badges with the following typography slightly modified to follow. Within the Synergy logo, I created a leaf with the same momentum to push the design to the top. I then examined the original gradient colors and came up with my own changes to create clean and modern successors.

The next stage was developing the guiding principles of the brand. I had to choose adjectives that were conducive to conveying the message. Synergistic, environmental, futuristic, conscientious, and passionate ended up being perfect. After the principles were set, I fleshed them out to cement the message. Finally, I started to work on the mockups and web designs. They were surprisingly simple to hammer out but ultimately time consuming. Due to the constraints of daily life, I did not feel the designs were able to reach their full potential. However, I am satisfied with the result

Ford is the first manufactured, mass produced American 'people's car' that got the whole world moving. Now they can lead the world into the future with the Ford Synergy line.

