

BRAND APPLICATION STANDARDS



Branding Identity Process Book
Ford Motor Company
Spring 2020
Designer: Anthony Goudia

CONTENTS

- 1 DESIGN BRIEF
- 2 PROBLEM ANALYSIS
- 3 LOGO CREATION
- 4 LOGO DESCRIPTION
- 5 LOGO RESPONSIVE
- 6 LOGO USAGE
- 7 UNIVERSAL ICONS
- 8 COLOR PALETTE
- 9 FONT FAMILY
- 10 PROCESS STATEMENT

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.

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

PROBLEM ANALYSIS

Ford 2003 Centennial Blue Oval



Since its redesign in 2003, the Ford Motor Company logo has not progressed with the current automotive landscape.

Although the logo is globally recognizable and holds an established prestige among Americans, the design is becoming increasingly outdated and it is entirely too associated with the past.

A redesign is needed to bring the Ford Motor Company into the environmentally conscious present and consequent future of hybrid electric technologies.

LOGO CREATION



In the beginning of our logo creation phase, we were looking for a way to maintain Ford's heritage as well as boosting the brand into the modern era. The solution to the logo was applied two fold. The typography was redesigned to convey more dynamic and forward

moving thinking. We maintained the blue oval with some light adjustments to the ford blue gradient reinforcing that same progression. The fourth concept in this design series to represent the overall branding was chosen.

LOGO DESCRIPTION



GO FURTHER



With the overall logo redesign chosen, we were able to move into design phase two for our 'Ford Synergy' line.

The Ford Synergy is a vehicle badging that meets Company and the U.S. government's Environmental Protection Agency standards. The badging represents Ford's commitment for low emission hybrids and fully electric vehicles that are better for the environment.

The 'F' is modified from the overall logo emboldened with Ford gradient silver with a dynamic leaf design sporting Ford gradient silver-green. The synergy lettering is futura bold with a gradient black-silver skewed as to give it movement but not overwhelm the Ford F and leaf. The badge in presentation form holds the Ford Motor Company logo on top with the words 'go further' progressing underneath.

LOGO RESPONSIVE

Ford Synergy Logo Responsive

Ford 2003 Centennial Blue Oval



Ford 2020 New Wave Blue Oval



GO FURTHER



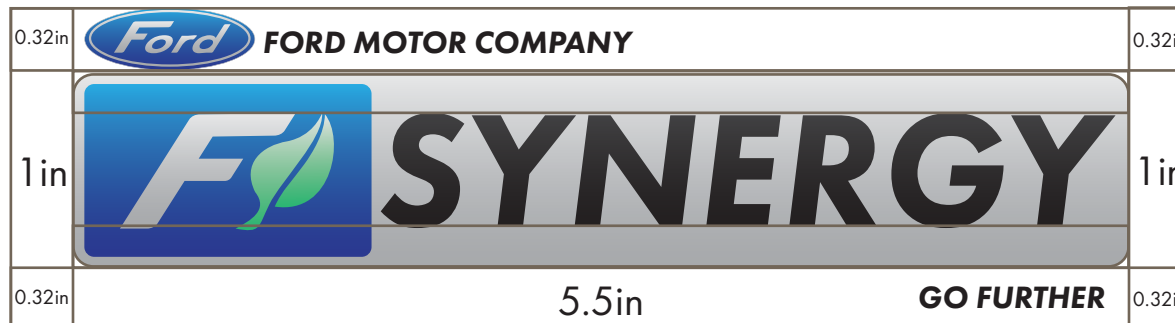
LOGO USAGE

Proper Usage

These are the standard Ford Synergy Logo Dimensions. The logo must generally be used against light backgrounds for the best visibility. If the logo is used on darker backgrounds, a light backing may be used to maintain its outer features. The logo's visibility is paramount in conveying Ford's march towards the future.

Improper Usage

The for Synergy Logo must never be altered in color, orientation, skew, font, or styling. The listed logo measurements also include safe zones that must never be crossed for any reason. The ford Synergy logo may be altered in size in line with reasonable circumstances and adhering to Logo responsive guidelines.



UNIVERSAL ICONS

Here is a sample of some of our universal icon sets. As you can see, they are simplistic but clean in appearance. When creating new icons for the Ford Synergy line, care should be taken to adhere to a few basic rules.

- Icons should be simple with a head on display
- Ford Silver should be utilized for icon color
- Outlines are the primary form of our icons
- A stroke of 5 points is the standard
- Inner detailed designs can be solid with no stroke
- Rounded edges are a core design element
- Illustrated designs are mandatory



COLOR PALETTE

Ford Gradient Blue

RGB: 39, 170, 225	RGB: 43, 57, 144
CMYK: 70, 15, 0, 0	CMYK: 100, 95, 5, 0
HEX: #27AAE1	HEX: #2B3990
Gradient: 35%	Gradient: 65%

Ford Gradient Silver

RGB: 230, 231, 232	RGB: 147, 149, 152
CMYK: 0, 0, 0, 10	CMYK: 0, 0, 0, 50
HEX: #E6E7E8	HEX: #939598
Gradient: 35%	Gradient: 65%

Ford Gradient Silver-Green

RGB: 230, 231, 232	RGB: 43, 182, 115
CMYK: 0, 0, 0, 10	CMYK: 75, 0, 75, 0
HEX: #E6E7E8	HEX: #2BB673
Gradient: 35%	Gradient: 65%

Ford Gradient Steel

RGB: 65, 64, 66	RGB: 35, 31, 32
CMYK: 0, 0, 0, 90	CMYK: 0, 0, 0, 100
HEX: #414042	HEX: #231F20
Gradient: 35%	Gradient: 65%

Ford Slate Grey

RGB: 114, 103, 88
CMYK: 51, 51, 62, 23
HEX: #726758

FONT FAMILY

Typography is important in conveying our message and unifying our design theme of going further. For this purpose, 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. Exploration and use of its various weights are encouraged.

Futura Book

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

Futura Demi

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

Futura Bold

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

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 we maintain what Ford stands for at its core but create something fresh for the future? The second was how can we 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. We 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, we created a leaf with the same momentum to push the design to the top. We then examined the original gradient colors and came up with our own changes to create clean and modern successors.

With both designs completed along with the font choice being cemented, creating the responsive logo was an exercise in modularity. All different stages of the logo have distinct purposes with even the smallest being able to be applied directly to a vehicle in place of the overall Ford badging. The universal icons are apart of our commitment to move the brand forward as they are able to be utilized in online applications or vehicle system user interfaces. We created easy to follow rules in their design language to assure ease of production.

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.