



# Assignment: Company Identity Systems

Name \_\_\_\_\_

Date \_\_\_\_\_

Period \_\_\_\_\_

Log onto: [fairmontdigitaldesign.com](http://fairmontdigitaldesign.com)

**Point Value (125 points)** 75 points individually and shared 50 points with your group or partner.

You and your partner will be responsible to choose a company from the list below. We will discuss different aspects during class that will help you along with this process, in preparation of doing this in a similar fashion individually during the 3rd and 4th nine weeks.

## Corporate Identity Systems

Combination of color schemes, designs, words, etc., that a firm employs to make a visual statement about itself and to communicate its business philosophy. It is an enduring symbol of how a firm views itself, how it wishes to be viewed by others, and how others recognize and remember it. Unlike corporate image (which is 'in there' changeable mental impression), corporate identity is 'out there' sensory-experience conveyed by things such as buildings, décor, logo, name, slogan, stationery, uniforms, and is largely unaffected by its financial performance and ups and downs in its fortunes. Corporate-identity is either strong or weak (not positive, negative, or neutral like a corporate image) and is more or less permanent unless changed deliberately.

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We will research and talk about each aspect individually as we face those situations, below are the items you will need to complete!

- Company Name and Mission Statement
- Evidence of Brainstorming / Mood Board
- 30 Thumbnails for logos (15 per group member)
- Target Market Defined
- Pantone Color Assigned
- Logo and Identity Usage Format
- Logos used on Vehicle, Letterhead, Business Card
- Website Mock with PMS and Logo assigned
- Finished Company T-Shirt that employees would potentially wear.
- Tabloid layout with all items above contained within, this will act as our Standards Manual.
- 5 minute presentation about your experience, including the above. Video if you prefer.

Choose one of the below or come up with your own for approval:

- Pet Store
- Ice Cream or Yogurt
- Art And Office Supply
- Cupcake/bakery
- Burger Restaurant
- Pizza Restaurant
- Lawn/landscaping
- Sporting Goods
- Music
- Bike, Skateboard, Snowboard
- Interior Design
- Sign Company
- Painting Company
- House Cleaning/cleaning
- Make Up
- Salon
- Clothing Store
- Sandwich Shop
- Smoothie Shop
- Coffee Shop
- Cookie/candy Store
- Construction Company
- Home Health Care
- IT / Computer Company
- Phone Company/store

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The Design Process to logo and identity \_\_\_\_ / 25

Final Logo, Mission Statement and Identity \_\_\_\_ / 25

Tabloid Layout / Standards Manual \_\_\_\_ / 25

File Management and Completion \_\_\_\_ / 25

Silk Screened Item and Presentation \_\_\_\_ / 25