

**PROJECT EXTENSION**

If you now have a name and logotype (or logo) for your cause, you may wish to develop your identity into a full identity system over the next 3 weeks. If you *do not* have a name, logo, etc. from the first crit but would like to continue on with this unit, you may need to dedicate another week to name and logotype exploration. (Don't be concerned by this: most identities take a month or more to develop. Even if you start from scratch, the next 3 weeks should be enough time to conceive of a new name, logotype and identity system.)

**WEEK 1**

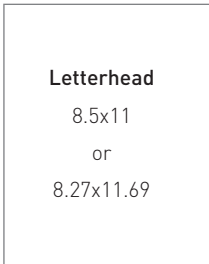
Further refine your logotype (or logo) by developing an identity system. This first week should involve a loose but vigorous exploration of your name/logotype in different environments (digital, print, etc.). You should also apply your logotype to a traditional stationery system and website. Lastly, start thinking of ways *to engage* your audience using unusual or innovative interactions, i.e. competitions, events, symposia, product development, partnerships, etc.

**WEEK 2**

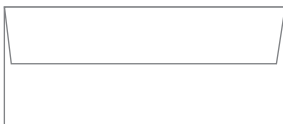
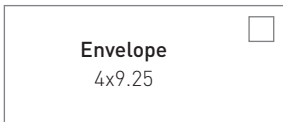
Refine your system further by expanding your identity's visual language into as many different mediums as you can imagine (see list of applications). Develop at least 2-3 different proposals for your final project — an engagement piece. Look for ways to blend this unit with the other units in DS2. e.g. mapping, patterning, narrative, automation. Some of your freshest ideas will come from this approach.

**WEEK 3**

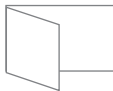
Continue to refine your identity system by including (if available) additional imagery, textual content, supplementary language, etc. Visualize your engagement piece by thinking of every aspect of the user's experience. Professionally present entire system on 3 large black boards: 1. Core Identity (logo, color scheme, stationery system, etc.) 2. Identity Applications (website, promotional materials, etc.) 3. Engagement - think of this narratively as having a beginning, middle, and end. Visualize as many aspects of this engagement piece as you can.



|  
Address  
Phone number  
Fax number  
Web site  
(Tagline)



|  
Address  
(Tagline)



**Business card**

Name  
Title  
Address  
Phone number  
Fax number  
Web site  
(Tagline)

**WEEK 1.1**

Select a logo to refine:

1. Print your logo in a range of sizes from 2 inches to 3/8 of an inch
2. Print 2 11x17 pages showing different color choices
3. Select a typeface (if you have not designed a logotype) for your campaign's name. You may also need a separate typeface for the content of your identity system

*Scale:* some logos lose information as they are sized down. You may need to design separate logos for different size applications.

*Color:* use color conservatively. 1-3 colors are usually recommended. Be aware that when 2 colors touch, the b+w version of the logo may be difficult to read.

*Typeface:* you may want to choose a different typeface for your identity materials because:

- your typeface may be too idiosyncratic
- it may have limited legibility
- it may have too limited a type family
- you may want contrast

That said, using the same typeface as you have chosen for your logo creates continuity and a more consistent palette of forms.

**Identity system**

After you have selected a logo, typeface, and color palette you must apply the logo to the following: letterhead, business card, #10 envelope, etc.

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**A NOTE ON TRADITIONAL STATIONERY SYSTEMS**

The first thing to consider is that traditional identity systems (stationery, business cards, etc.) are no longer a priority for most companies, campaigns, initiatives. That said, stationery systems are still needed and designing them can be a useful exercise in understanding the best practices for applying your logotype/logo. In general, the greater variety of proportions and spaces you experiment with the more you'll learn about your logotypes strengths and weaknesses.

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Your logo's shape, color, style, and attitude should help inform all subsequent design decisions in constructing your identity materials.

*Ask yourself:* Does your logo work best in a symmetrical or asymmetrical layout? Can you extract colors from your logo to use on the back of your business card or letterhead or the inside of your envelope or in large, contiguous fields that compliment your? Can your logo be made into a pattern or is there some element from your logo that can be used as an ornament throughout your identity? Should your logo work independently from the company's name?

*Pay attention to the individual shapes and proportions of identity elements:* Envelopes are extreme horizontals while letterheads are vertical. Ask yourself, should my business card be horizontal or vertical? Square or round?

Consider folding, die cutting, patterning, screening, paper color and texture, contrast and scale.

Try adding additional layers to your system: photography, abstract graphic forms, illustration. Experiment with various papers and materials, for example, sew a button to your business card; create a sleeve of unusual material; design a business card that folds into a mini sculpture. Try creating a palette of 3 cards with different colors or messages.

*Be inventive.* But first be conservative: design a clean, elegant no frills identity system. Experiment with all kinds of compositions within that 'conservative' direction. Make this direction work, then try more innovative, unusual solutions keeping the personality of your company in mind.

LAST NOTE: you should always be iterative, showing choices for everything

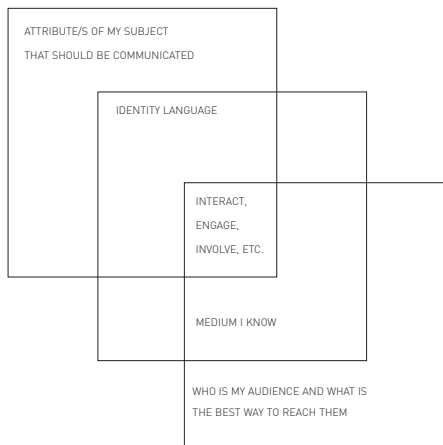
## WEEK 1.2

*Formal and conceptual exploration:* assuming you have a name/logotype, it's time to explore all its formal and conceptual possibilities. The ultimate goal here is to arrive at a broader visual language that compliments your mark and gives it a range of expressive and communicative possibilities:

I'd like you to try *some* of the following formal and conceptual explorations with your logo/logotype, exploring how these manipulations add meaning or interest to your system:

- incorporate your logo into photographs and other art
- apply colors to your logo, make it white and allow it to appear in reverse
- make a pattern of your logo
- blow your logo up and make it a poster
- take pieces of your logo and experiment with them
- can your logo be a window? a frame for other imagery?
- can it be rendered in other media?
- construct a narrative, an animation, a sequence
- take your list of words and incorporate them with your logo into collages (captioning)
- grid your logo
- relate your logo to other similar shapes
- imagine your logo in unusual contexts
- place your logo on clothing, on banners, on billboards
- make your logo interact with people
- construct a mythos around your logo
- imagine your logo in light, or constructed from other materials
- emboss your logo
- make your logo really small and place it on 10 tiny things
- show your logo to other people and ask them what they see
- make a sculpture of your logo

Come to class with all of these studies as well as 3 rough proposals for your final project. Use the following guide to help you decide what medium your final project should use:



## WEEKS 2-3

*Tell me and I'll forget, show me and I might remember, involve me and I'll understand.*

CHINESE PROVERB

IDENTITY SYSTEM APPLICATIONS (THERE ARE MANY MORE)

Web site

E-newsletter

Information graphics

Stationery (letterhead, business card, envelope, etc)

Packaging (if appropriate)

Animated logo/short video

iPhone app

Promotional piece/s

Apparel (t-shirts, etc.)

Poster series

Ad campaign

Bags, watches, collectibles (if appropriate)

Event or campaign material

Invitations

Magazine/periodical

Event material

Stamps

Calendars

Tickets

Instruction manual

FINAL PROJECT (ENGAGEMENT PIECE)

Should involve audience

Could be narrative or experiential or competitive

Can be topical or something co-branded

Look for "brand extension" (products, events, educational initiatives)

Examples:

*HOM (Humans on Mars):* Martian invasion gone right

*Verde Go:* "no place you cant grow" seed dispersal parade

*Hydrate My Sate:* Redesign of water bill

*Worn Again:* clothing repair kit

*De-light:* excite in the light (of the stars) campaign

*Lawnmower museum:* "Showdown/Mowdown" lawn mower race

*DHOM:* bucky fuller geodesic dome partnering with Dwell magazine

*Salt and Pepper Museum:* "black and white" night dinner to discuss issues

*911 Museum:* "where were you" notecard campaign that virtually rebuilds the towers with written memories

