

Visual identity guidelines (*charte graphique*)

In presenting a visual identity proposal, the customer might request some changes and this exercise may run into several iterations. But once the customer has agreed, then the design is frozen and guidelines can be created: the design rules, such that the company, and where appropriate its brands, is consistently presented to the market.

On asking Microsoft Copilot « what is included in visual identity guidelines », this is what I get (abridged)...

«...

Logo Usage: Guidelines on how to use the logo, including acceptable variations, sizes, and placement. This ensures the logo is always presented correctly.

Colour Palette: The specific colours that represent the brand, including primary and secondary colours, along with their RGB and CMYK values [and where appropriate Pantone references].

Typography: The fonts used, including guidelines on font sizes, weights, and styles for different types of content.

Imagery and Photography: The style of photos and images that should be used, including examples and sources for brand-approved visuals.

Design Elements: Additional visual elements such as icons, patterns, and illustrations that are part of the brand's visual language.

Voice and Tone: Guidelines on the brand's voice and tone, ensuring that all written content aligns with the brand's personality.

Mission Statement and Values: A brief overview of the brand's mission, values, and positioning to provide context for the visual elements.

These guidelines help ensure that all brand communications are consistent and on-brand, which is crucial for building trust and recognition with your audience.

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Obviously, the visual identity guidelines for a global consumer brand like Nike or Apple would be much more rigorous, expansive and complete, than one for a small-town legal practice.

For something in-between, it is good practice to think about how an entity will communicate in the market, and then build visual identity guidelines appropriately. In the example in the visual identity exercise, Volaidim as a small pharmaceutical company growing quite fast, the visual identity guidelines could include say (1) basic rules on logo usage, colour and typography, and then also (2) a PowerPoint and Word template with real examples, as well as (3) a first brochure and (4) the revised website — a practical solution.

You are required to build a visual identity guideline for the company you chose for your visual identity proposal. The main document deliverable might be an A4 document or a PowerPoint presentation, as per your personal preference. If your visual identity guideline includes say a template or sample communication piece, this you should include too.

Furthermore, you are required to include a PDF text file where you describe your rationale for what deliverables you are including and why.

If you have chosen a large multinational company, you are obviously not required to produce all the required output — in this case, you should produce the basic guidelines and then describe what else would be required.

The time deadline is as shown on my website. For the submission, you should upload your files to the Assignment space on Microsoft Teams. Your file names should start « SURNAME_firstname ». And, you should be ready to give a 5-10 minute presentation on this work.