

## Visual identity project

Choose a company, institution or professional — real or imagined, and develop a full visual identity package. Your choice of entity could be, for example

- an existing company or institution that you think has a lousy logo, for example a previous student took an existing bio supermarket chain, and developed a new logo (a new visual identity package)
- your local sports or activity club, for example a previous student did her dance club
- a start-up company, real or imagined.

For the entity you have chosen, develop a PowerPoint type document (which you might produce in InDesign), which you should present to the class in a 8-10 minute presentation. Remember that this presentation should convince, so it needs to explain your choices, give application examples and show how your visual identity compares to industry peers and (when relevant) strategic peers.

You need to also show different renderings for your logo, for example in large and small format, in monochrome and as a thumbnail, on light and on dark background. You might show alternatives that you considered — but take just one choice when showing the variants and application examples.

You will be marked on both (1) the quality of your logo package and the completeness of your “arguments”, and (2) the presentation to the class — so both content and delivery are important.

Your presentation should include

- A cover page, with a date, a title, your name and the name of the entity you have chosen
- Terms of reference or “The Mandate” page, including who/what the entity is, what is important and where the entity is going, and what is included in the mandate. With such a mandate page, you are also showing your customer that you have understood the assignment. See an example of a page like this on the overleaf
- In application examples you might include for example a mock-up business card and letterhead (termed “business stationery”), an email footer, a mockup of a social media page like a YouTube homepage with banner and thumbnail, merchandising examples, signage, mockup publicity piece, website homepage, sample packaging if a consumer products company, posters in the metro if a Paris museum, shop front if for a shop...
- And, where appropriate, do not forget about corporate colours, corporate font(s), social media...
- (In the real world a large design agency might include an animation, showing off various aspects of the visual identity — here you are not required to do this).

Your presentation PDF needs to be able to stand alone — as if you will leave it with the customer after you have delivered your pitch. So you need page titles, page numbering, and sometimes some minimal explanation.

### Timing and submission

Time deadline is as shown on my website. For the submission, you should upload a PDF of this to the Assignment space on Microsoft Teams, with file name SURNAME\_firstname.pdf. And, you should be ready to give your 8-10 minute presentation on this work.

Good luck! High expectations.

See overleaf.

### **Example of a description on a The Mandate page** ("Volaidim" is a fictitious company)

- Volaidim is a young pharmaceutical company based in Geneva, soon to undertake an Initial Public Offering (an IPO) on the Swiss stock exchange (on SIX).
- Based on its breakthrough proprietary intellectual properties, Volaidim will be developing and launching a portfolio of advanced natural skin care products for the world market. See the Volaidim website at [volaidim.com](http://volaidim.com).
- Volaidim has very recently decided to focus more on the pharmaceutical (health) market rather than beauty. In consideration of this new focus, Volaidim is refreshing its visual identity.
- This mandate is to develop a new Volaidim visual identity, and its application in stationary, market communication, and a revised website.
- Important to Volaidim is that it uses only natural ingredients, its yin and yang in wholesomeness and encompassing both the inner and outer skin. Showing Swissness would be nice too, but is not mandatory.

Of course, your local dance club might not need such a detailed description, but the dance club might still have beliefs, and aspirations (going somewhere), which could be described. It might have differentiators when compared to other dance or leisure activity clubs.

### **About peers**

For Volaidim, industry peers would be other small (and large) pharmaceutical companies; strategic peers might be other high-tech companies that are about to, or have recently gone public.

If you were developing a new visual identity for the Paris Saint-Germain (PSG) football club, industry peers might be other football teams in the top French league; strategic peers might be other Paris sports clubs in national leagues.

### **PowerPoint type presentation using InDesign**

If you build your PowerPoint type presentation using InDesign, in the page setup use Web 2560x1440 px (16:9 ratio, and will work also on a retina type monitor). Images should have an « Effective PPI » (as shown in the InDesign Links panel) of at least 72. For logos use vector renderings where possible.

In any event, you must never use images that are so small that they appear pixelized in the presentation.

### **When "modernising " an existing visual identity**

When taking an existing entity and updating/modernising/re-focusing its visual identity, it is usually better to keep some features of the existing identity, for the sake of continuity. The new logo should be "recognisable".

### **Visual identity proposal vs visual identity guidelines**

What you are doing here is a visual identity proposal — this is soft pencil stuff, so to say. Once a proposal is agreed upon, then you make a visual identity guideline (*charte graphique* in French). A visual identity guideline is a document that defines the design elements, such as logo, colours, fonts, and design principles, to maintain a uniform identity.