GRAPHIC SYMBOLISM
PROJECT 4 (PART 2)

Project Title Hotel Resort Branding, Identity Design

Schedule 3/8 Review Hotel Resort Branding, Identity Design
3/10 Concepts and Sketches Due
3/15 Review Identity Design Work in Progress
3/17 Identity Design Due • Project 4 (part 3) sketches due

PROJECT DESCRIPTION So you've got yourself a logo. Now what? It's time to design that identity system. An identity system is the means by which a company presents itself to the outside world and binds itself as a unified whole. The system usually entails a minimum of a business card, mailing envelope and letterhead.

PROJECT GOALS For this part you will need to design at least the minimum identity system, which as stated before is a business card, mailing envelope and letterhead. I want you to really think about this system, you can customize it however you want. Don't want your letterhead on a 8.5 x 11 sheet then choose a custom size, but have a good reason for doing so. The standard sizes for each are as follows:

Business Card: 3.5" x 2"
#10 Mailing Envelope: 9.5" x 4.125"
Letterhead: 8.5" x 11"
(Please note that in the print industry it is always width first then height)

Like I said you don't have to stick with these sizes but if you do something different have a good reason for doing so, but you must design one of each. I would suggest that if you choose to change your letterhead size that you find a standard envelope size it will fit in. A list of standard envelope sizes can be found here: HTTP://WWW.HORAH.COM/ENVCHART. HTML

I also want you to choose good paper for this project, identity systems are never done on just standard crappy printer paper. The paper site I showed in class is: HTTP://WWW.NEENAHPAPER.COM. You can order some great samples from Neenah for good prices. And if that seems a bit much and you have a means of travel see if you can find one of these stores: HTTP://WWW.XPEDXSTORES.COM/StoreLocations.aspx they have great paper selections just click on your home state to find a retail store, that way you can check out the paper first hand instead of flying blind ordering it online.

Choose your paper and paper colors to compliment your logo and the feel of your identity. Look to your mood boards as well for inspiration for this. Also note that letterheads and envelopes are printed on what is called 80lb TEXT and business cards are on 80lb COVER *(TEXT weights are thinner and fold easier, COVER weights are thicker and are also known as CARDSTOCK).*

Now for presentation. I'm not a big fan of mounting identity systems it always seems clunky and you really lose out on the tactile experience. So I want your identity system nicely printed out on the paper and envelopes that you chose.

Also just as in the previous projects you will need to submit a PDF of your project either by email (please send it to my Gmail account) or on CD the day the project is due. Remember to name your PDF with "FLastname-W2010-Project4.pdf" Thanks!