

DESIGN PROCESS

Your assignment is to go through the steps of the design process to create a logo & brand identity guidebook for an architecture firm (civil engineering & architecture)



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DESIGN PROCESS

1. DESIGN BRIEF Learn about the client, their needs and wants, their ideas on style

2. RESEARCH What other designs are out there in this field?

3. SKETCHING Create MULTIPLE sketches of your top ideas & variations of these ideas.

4. DRAFT DESIGNS Pick 3-4 of your best ideas & create initial designs in Illustrator

5. REVISIONS Meet with the client again and show your drafts / mockups
Talk about what changes, need to be made- what they like/dislike
Ultimately, the final logo is approved and prepared for identity development.

IDENTITY DEVELOPMENT

A great logo is not the end but the beginning of a great brand identity.
Business stationery/ cards, signage, vehicle branding & other communication tools
have to be designed so they all send a unified brand message.

Create a brand guidelines book. This book shows how to work with the logo & identifies standard layout,
color, imagery and typography guidelines for common marketing materials.

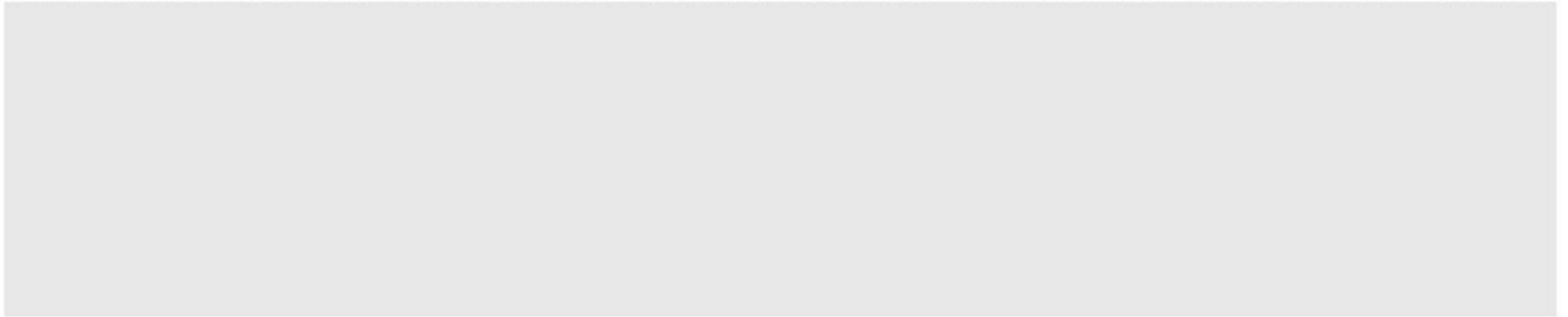
DESIGN BRIEF

CLIENT QUESTIONNAIRE

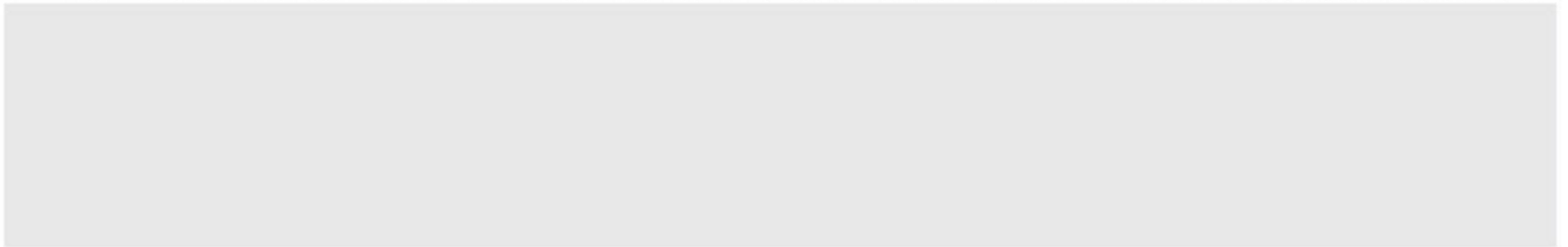
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TELL US ABOUT YOUR COMPANY

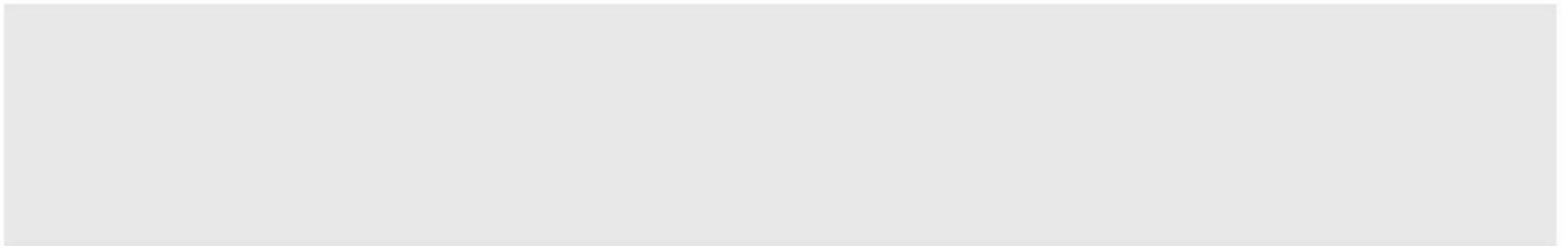
1. Please provide us with a brief profile of your company



2. Please describe your products and/or service



3. Please describe your target audience



DESIGN BRIEF

CLIENT QUESTIONNAIRE

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TELL US ABOUT YOUR STYLE

1. Please check the boxes for any words that you would like to be used to describe your brand / logo.

- | | | | | | |
|-----------------------------------|--------------------------------|--|--|--------------------------------------|---|
| <input type="checkbox"/> Minimal | <input type="checkbox"/> Muted | <input type="checkbox"/> Grungy | <input type="checkbox"/> Modern | <input type="checkbox"/> Trendy | <input type="checkbox"/> Masculine |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Dark | <input type="checkbox"/> Textured | <input type="checkbox"/> Grid based | <input type="checkbox"/> Hand-drawn | <input type="checkbox"/> Feminine |
| <input type="checkbox"/> Colorful | <input type="checkbox"/> Bold | <input type="checkbox"/> Balanced | <input type="checkbox"/> Illustrated | <input type="checkbox"/> Text-heavy | <input type="checkbox"/> Magazine-style |
| <input type="checkbox"/> Bright | <input type="checkbox"/> Clean | <input type="checkbox"/> Retro/vintage | <input type="checkbox"/> Nature-inspired | <input type="checkbox"/> Photo-heavy | <input type="checkbox"/> Futuristic |

Other:

2. Are there any specific colors that you would like / dislike?

3. Any particular design styles that you dislike?







DESIGN BRIEF

CLIENT QUESTIONNAIRE

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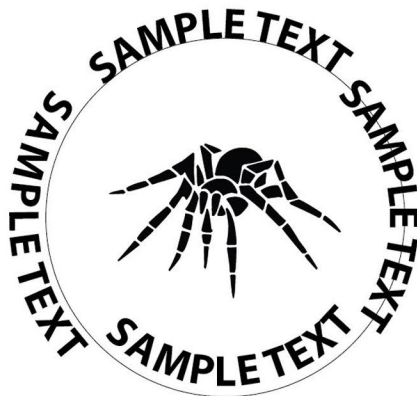
TELL US ABOUT YOUR STYLE

Circle / cross out any type options that you like and dislike.

		
SERIF	SANS SERIF	HANDWRITTEN
		
SCRIPT	HANDWRITTEN SCRIPT	TYPEWRITER

	
TANIA EDWARDS	
LOGO + ILLUSTRATION	LOGOTYPE

WIDE KERNING	BOLD FONT WEIGHT
STANDARD KERNING	LIGHT FONT WEIGHT



- Modern Serif
- Old Style Serif
- Square Sans
- Modern Sans
- Humanistic Sans
- Slab Serif
- Formal Script
- Casual Script
- Brush Script
- Calligraphic

- Modern No. 20
- Goudy
- Agency
- Titillium
- Museo Sans
- Rockwell
- Edwardian
- Hipster Script
- Street of French
- Zapfino

- Grunge
- Blackletter
- Typewriter
- Handwritten
- Retro
- Retro Script
- Antique
- Computer
- Kids
- Not Allowed

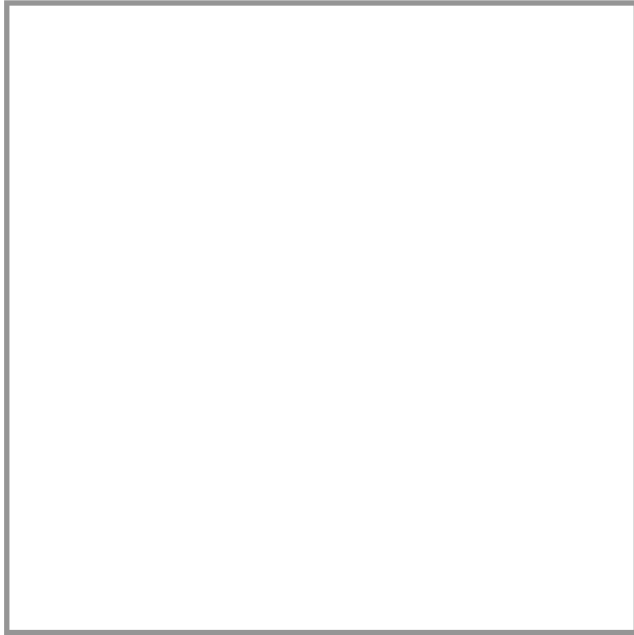
- Distress
- Canterbury
- Ameritype
- Tingle
- Happy
- Coronet
- Aunt Mildred
- PF Online
- Lemonade
- Comic Sans

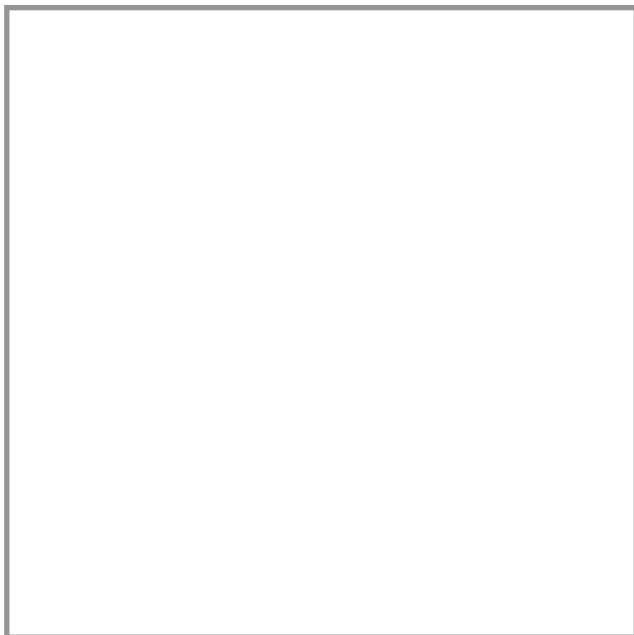
TYPEFACE OPTIONS

DESIGN BRIEF



THUMBNAIL SKETCHES





DESIGN BRIEF



THUMBNAIL SKETCHES

