Identity system Due Thursday, Oct 1

Identity solution (logo) due as indicated below. Two id sizes on one board: one board in black and white - a second board set exactly the same in color (two boards to hand in for logo).

On another 15x20 black mounting board, mount the letterhead, envelope and business card (if your business card is two-sided: mount two business cards to show both sides.) Arrange the items in a pleasing manner. You can overlap items but try not to lay over important areas. Envelope: you can either print on a real envelope or mock it up by cutting the shape out of a flat sheet of paper.

Separate sheet to hand in is an explanation of your design intent which includes the following areas: color, type and concept. Please address each of these in a way that expresses why each is apparent and relevant to your final solution. This includes identification of type used and rationale of why this type is appropriate. Statement must also address conceptual reasoning for overall design direction (why you did what you did and what you hope to communicate about your theme as a result) as well as color identified (PMS= Pantone Matching System) and intent.

Also hand in process related to this project in an organized folder which highlights your complete process of type investigation, color study and formal refinements to id. Print out some samples of your digital explorations.

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│   ┌─────────┐       │
│   │ 5x5     │       │
│   │ large id│       │    15x20
│   │ (4")    │       │    board
│   └─────────┘       │    no tracing
│                     │    paper
│   ┌─────────┐       │    please
│   │ 5x5     │       │
│   │ small id│       │
│   │ (1")    │       │
│   └─────────┘       │
│                     │
└─────────────────────┘
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