

Identity Manual

Timeline

Feb 20: 3 digital layout sketches

March 6: Identity Manual critique

March 20: Hand in Identity Manual PDF

Create an Identity Manual for the winery logo you developed.

For final identity:

Create a full color, half-tone (one-color,) black & white, and reversed version of your logo. Be sure to save a clean, usable vector (with type outlined and another one with type editable) file of each.

- Remove unused or invisible artwork from your Illustrator file.
- Remove unneeded points from the paths in the file.
- Convert all type to paths. (Keep at least one version with type that can be edited.)
- Join any overlapping shapes, and simplify artwork.
- Save file as final logo. Export color and B&W logo in tiff, eps, png and jpeg formats to create a logo library
- Create a well-labeled folder where you will put the cleaned-up source files (type editable and outlined,) and logo library files. Hand in.

Identity Manual

You will use the finished identity and create an identity manual. I recommend letter-sized format. Horizontal format is quite common.

Minimum sections to include:

- Overall view of the finished color logo, in a 4"x 4" boundary, and one in a 1"x 1" boundary
- Color solution in positive and negative (on dark background) with Pantone swatches
- Black & white logo in positive and negative
- One-color with multiple values in positive and negative
- Type variations of the logo (one as icon and one with type), typeface labeled
- Safety zone around the logo (scalable; use an element of the logo for reference)
- Minimum size
- Cover and colophone

Each page should be properly labeled and identify each version, identify color, and identify typeface(s). Write clear directions how to apply the logo in specific instances listed in the manual.