Project 4

Creative Brief

Company Name
Rebrand

Part I:
Research & Concepts

I. Rebrand Choices

Choose 3 existing and documented brands.
Choose either business/corporation, organization/initiative, institution or non-profit.

Name: Defenders of Wildlife

Company: Type Non-Profit, Conservation

Service/Product Description (2-3 sentences)

Founded in 1947, the primary mission was to preserve wild animals. Although their mission has broadened to include wildlife habitat and biodiversity, protecting wild animals. Defenders of Wildlife is a major national conservation organization now dedicated to conserving wildlife, protecting their natural habitats, and safeguarding biodiversity.

Name: A to Z Cards & Comics

Company Type: Profit

Service/Product Description (2-3 sentences)

A local Comic Book store that started in 1986. They specializes in new and vintage comics, new and vintage sports/non-sport cards, and collectible coins.

Name: Cicis

Company Type: Profit

Service/Product Description (2-3 sentences)

They started as a singular resturant in Plano, Texas in 1985. The unlimited pizza buffet was invented by them. Since the beginning their goal is to cater to individual tastes that the customers love.

II. Brand Research

Defenders of Wildlife

Company TypeType Non-Profit, Conservation

Service/Product Description

They are a major national conservation organization.

Brand Mission/Goal(s):

State mission, objectives & goals (short paragraph with list).

Their mission is to conserve wildlife, protect habitats, and safeguard biodiversity. They have many ways of getting peope involved. Through becoming a member,donations, buying gifts & gear, attending events,and checking the Conservation Report Card tosee what elected officials are doing for animals.

Target Audience Description

Describe audience in at least 3-4 sentences.

At first, I thought the audience was anywherefrom kids to adults. That has changed though, while looking through the website it seems morefor adults and parents.

II. Brand Research: Visual Analysis 1

Analyze a branding item currently used by your company.
Examples: Poster/ad, Package, video, annual report, brochure, webpage, etc.


**Help Endangered Wildlife
with Your Purchase**

Check out our new one-of-a-kind Polar Bundle

GET YOURS TODAY

© Joel Garlich-Miller/USFWS
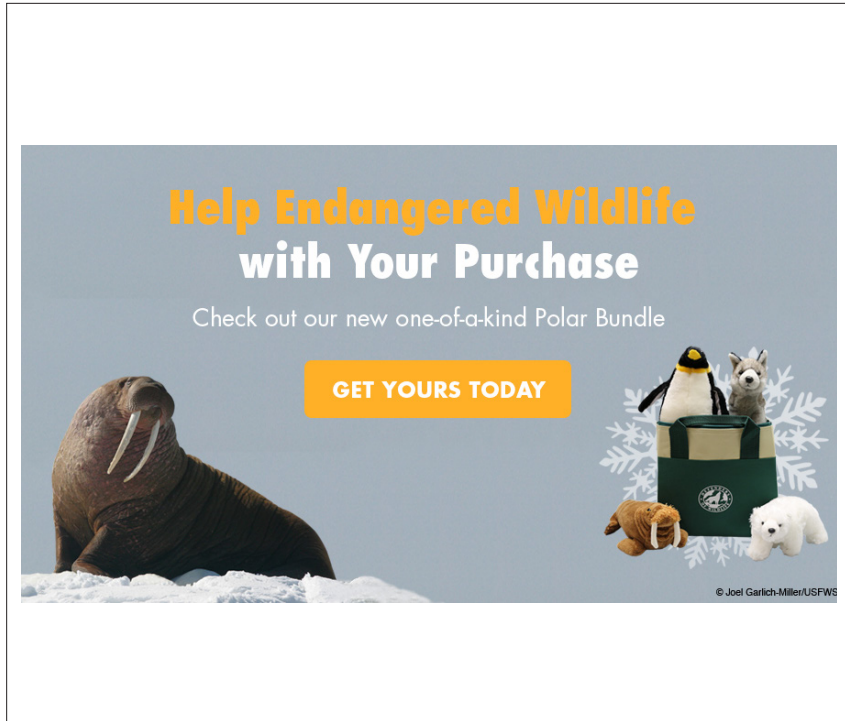
Advertisement for Adopt an Animal Donation

Design Criticism:

The advertisement is sucessful for the fact that it calls to attention on what your purchase is doing for the organziation. Along with the fact that you can get an idea of the kinds of items you will recieve if you purchase this item. Since it is a bundle the actual bundle makes sense to be on there but not a real walrus. That only deters from what is being advertised by being larger than the budnle items. Another issue is the color scheme of the ad.

The yellow on gray cause eye strain when trying to read it. There is also a lack of space between the words and the imagery. Also using a different way to express the button on the ad would help give it more interest. Along with the copywright information which could be a lot smaller. If I were doing this design the type would be bigger, and there would be more space between type and imagery. The color scheme would be diffferent, and the copywright information would be smaller.

II. Brand Research: Visual Analysis 2

Analyze a branding item currently used by your company.
Examples: Poster/ad, Package, video, annual report, brochure, webpage, etc.
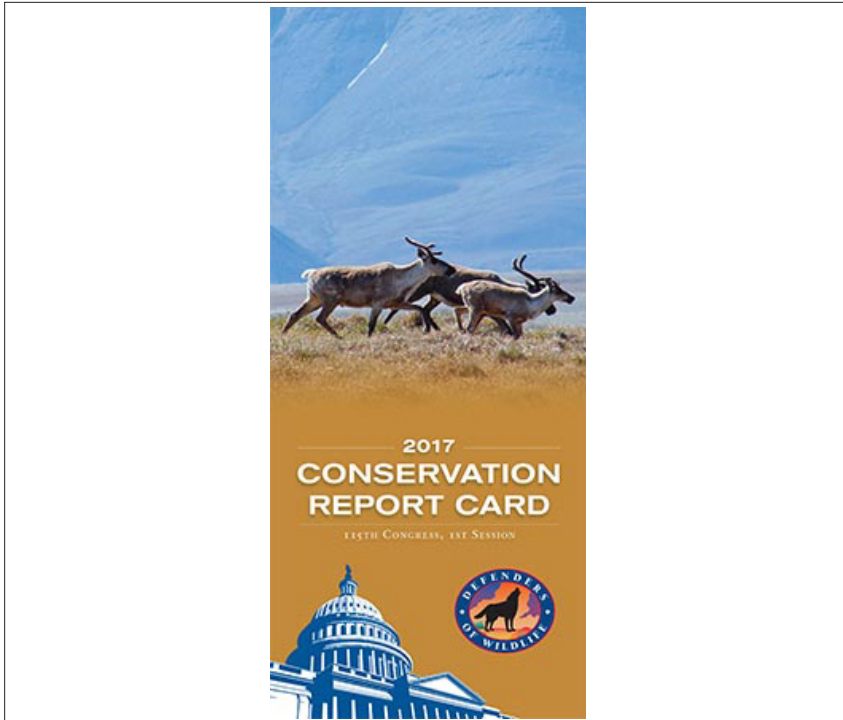
Cover for Convservation Report Card

Design Criticism:

This design is sucessful because it gives interest to something that seems somewhat boring. The imagery at the top and the bottom left of the cover help tie in what it is addressing. I feel that the logo of the organization should be at the top not at the bottom. It starts to compete with the white house imagery. The year of the report card is something that should be larger.

The bottom color of the cover could be changed because it does not continue the same flow as the top does. It starts to appear basic and bland. The color scheme of the bottom needs to be changed. It should be complimentary to the top of the cover. The image of the animals could be cropped down more. Not all of the space needs to be showing the sky.

II. Brand Research: Visual Analysis 3

Analyze a branding item currently used by your company.
Examples: Poster/ad, Package, video, annual report, brochure, webpage, etc.
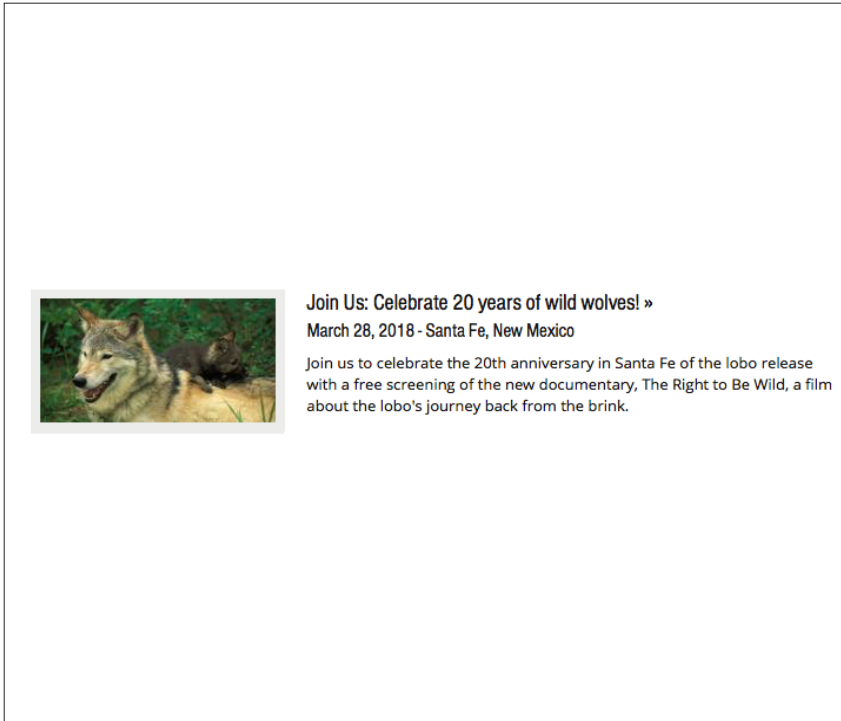
Webpage showing information on a documentary event

Design Criticism:

The imagery combined with the event description is sucessful. The words "Join Us" could be omitted because it seems kind of redundant. The brief description allows the reader to want to click on the entry. This allows for them to find out the entire details of the event. They do not have as many events as a more well known organization.

It is made up for though by the fact they do a lot of online donation interactions. I would try to hold more events to entice people to donate. Also having more than one area that had the screening would encourage more people to attend. It would help bring in more of the parent audience along with their children. The information page layout is done well. There needs to be a different color scheme for the header text and the confirmation button for the event.

III. Logo Redesign: Word-map
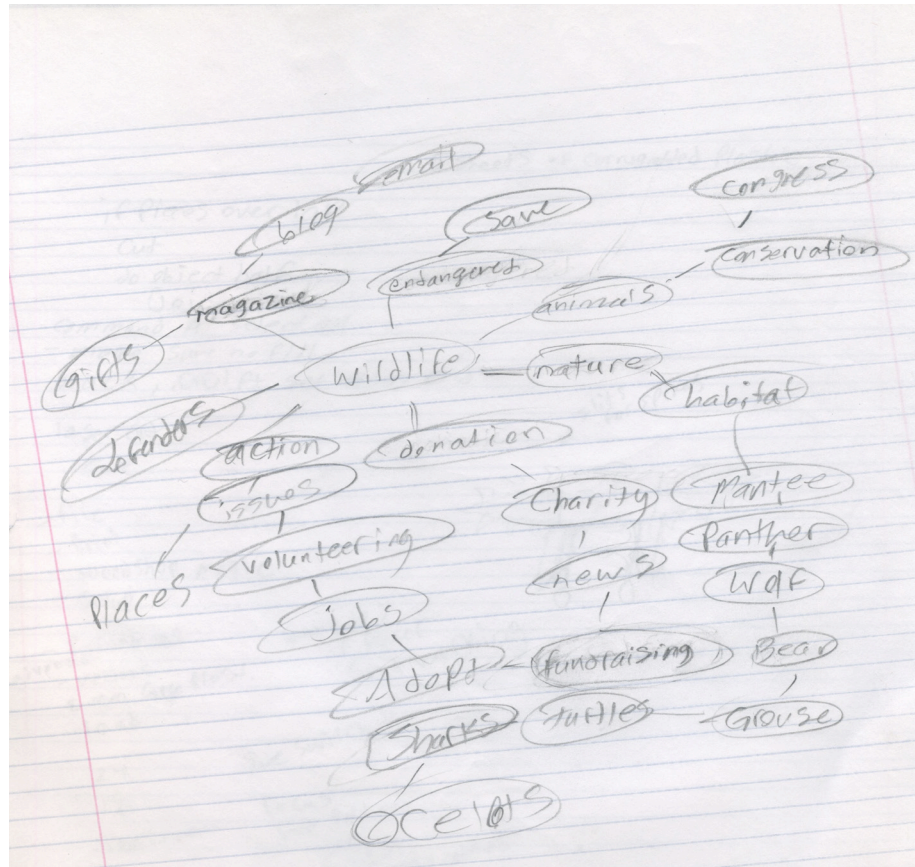
III. Logo Redesign: Round 1

Design 12 different/unique logo comps. Design only in black and in Illustrator (vector only).
Comps can be digital (vector) or neatly illustrated by hand (if by hand: use black ink, scan and place on this page).
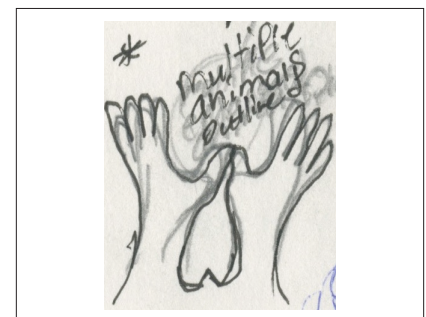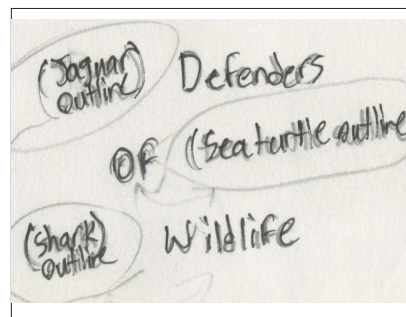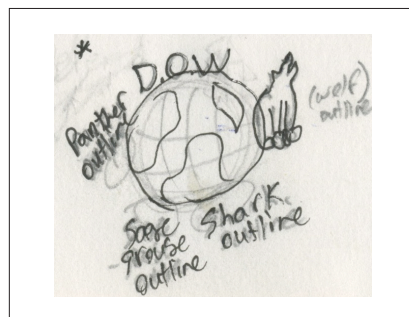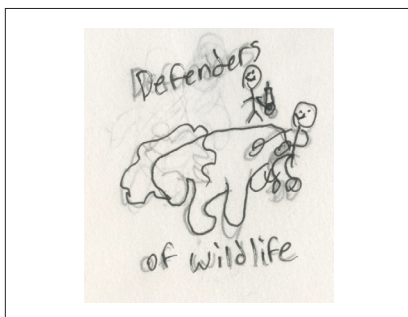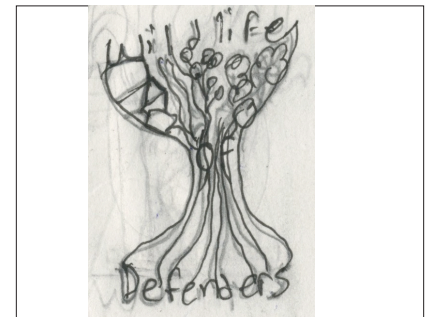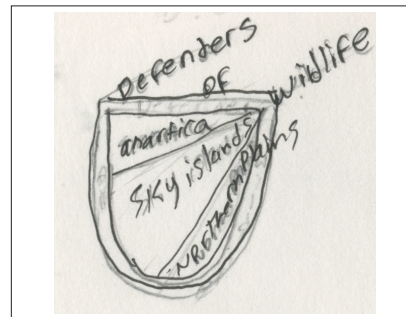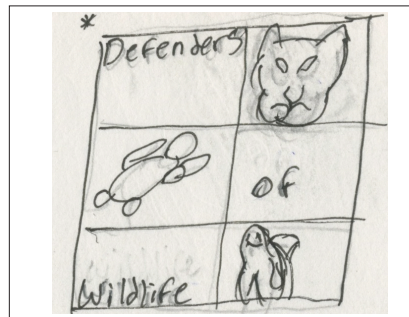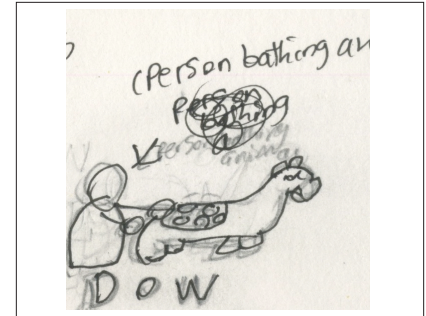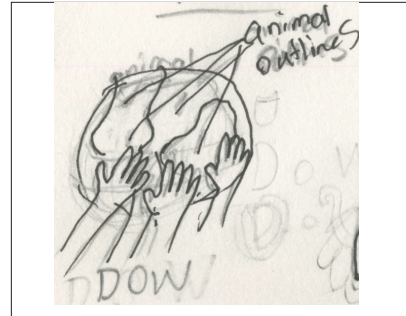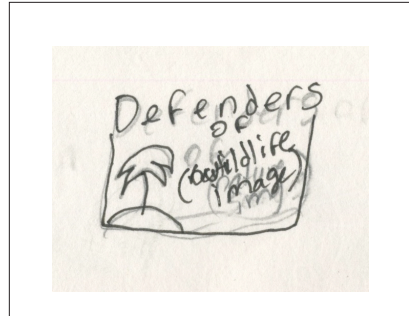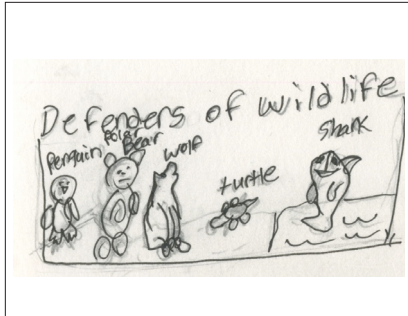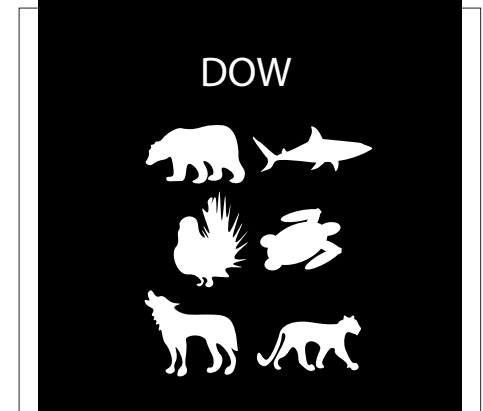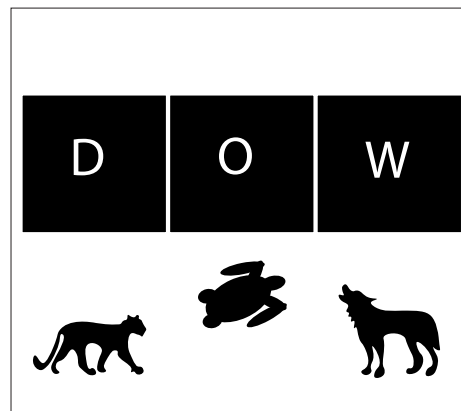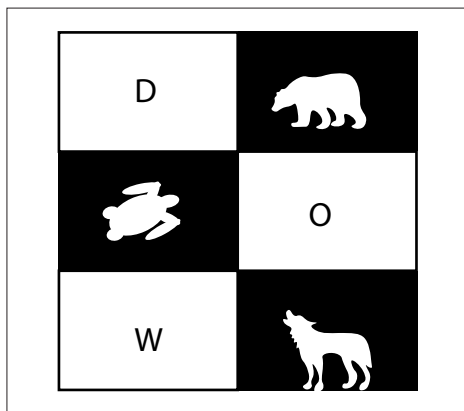
III. Logo Redesign: Round 2

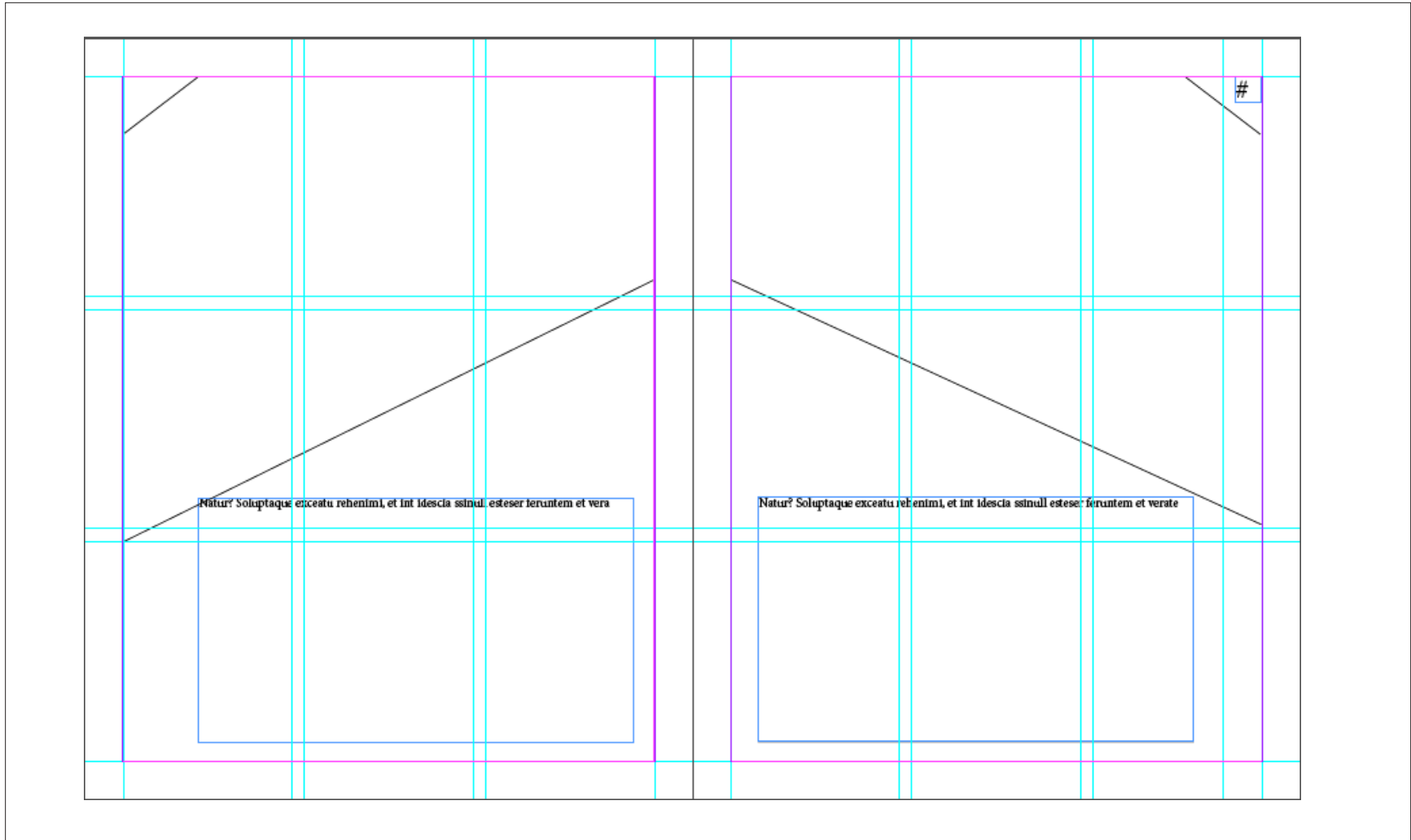Choose top 4 designs from Round 1 and create 3 additional iterations for each chosen design. Design only in black and in Illustrator (vector).
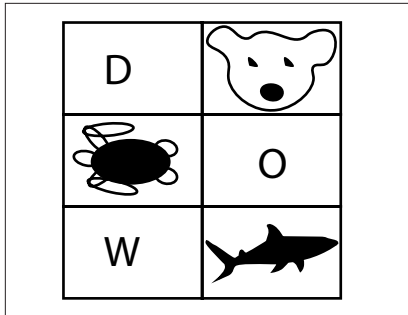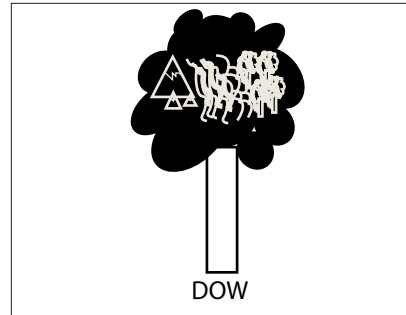
1	2	3	4
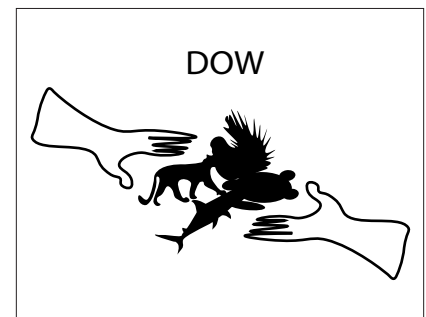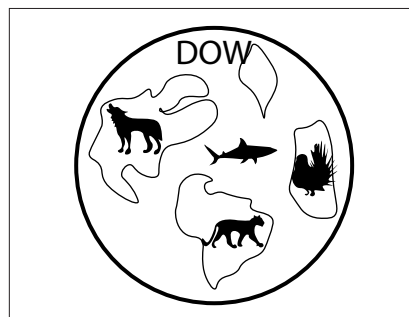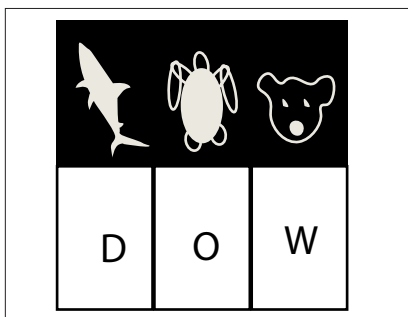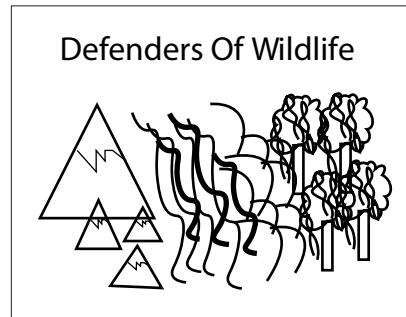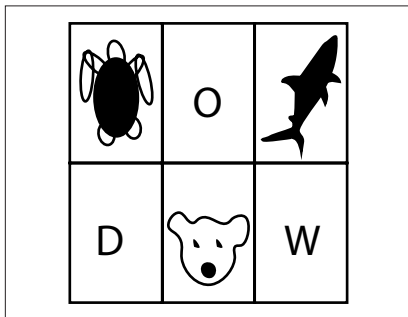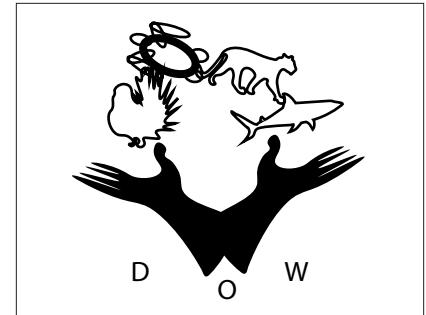
III. Logo Redesign: Round 3

Choose top 2 designs from Round 2 and create 3 additional iterations for each design. Design only in black and vector format.

1
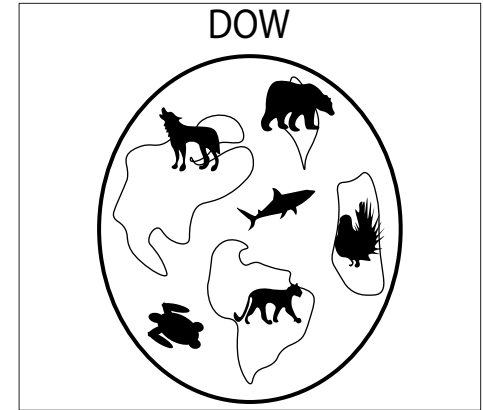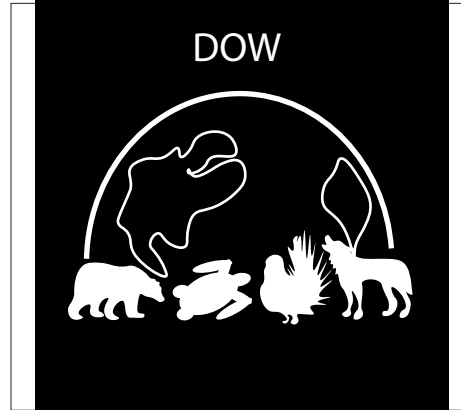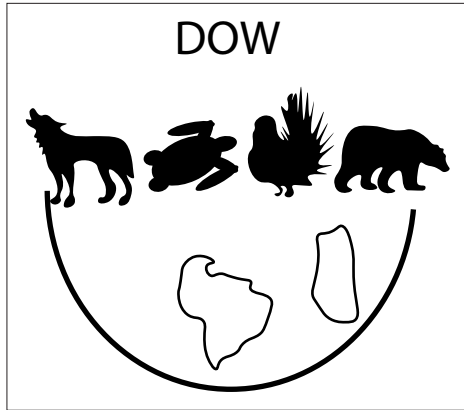
2

III. Logo Redesign: Color Schemes

Choose final logo between Rounds 1-3. Apply 6 different color schemes for chosen logo using PANTONE system. (Maximum of 3 colors)
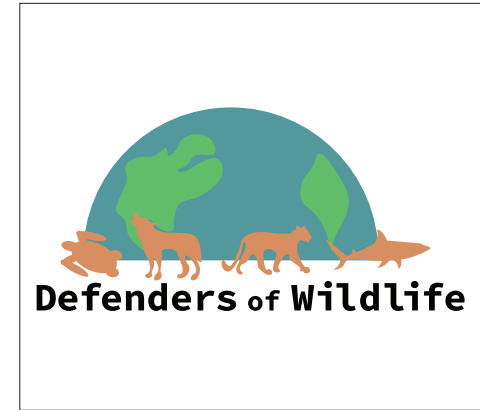
IV. Grid System Comp: 1

The last segment of Project 4 will involve designing a Company Promo Book to promote your company's new brand. First, design 3 different comps of grid systems for a 2-page spread to be implemented in your book design. (Single page is 8"x10").

#

Natur? Soluptaque exceatu rehenimi, et int idescia ssinull esteser teruntem et vera

Natur? Soluptaque exceatu rehenimi, et int idescia ssinull esteser feruntem et verate

IV. Grid System Comp: 2

The last segment of Project 4 will involve designing a "Company Look Book" to promote your company's new brand. First, design 3 different comps of grid systems for a 2-page spread to be implemented in your book design. (Single page is 8"x10").
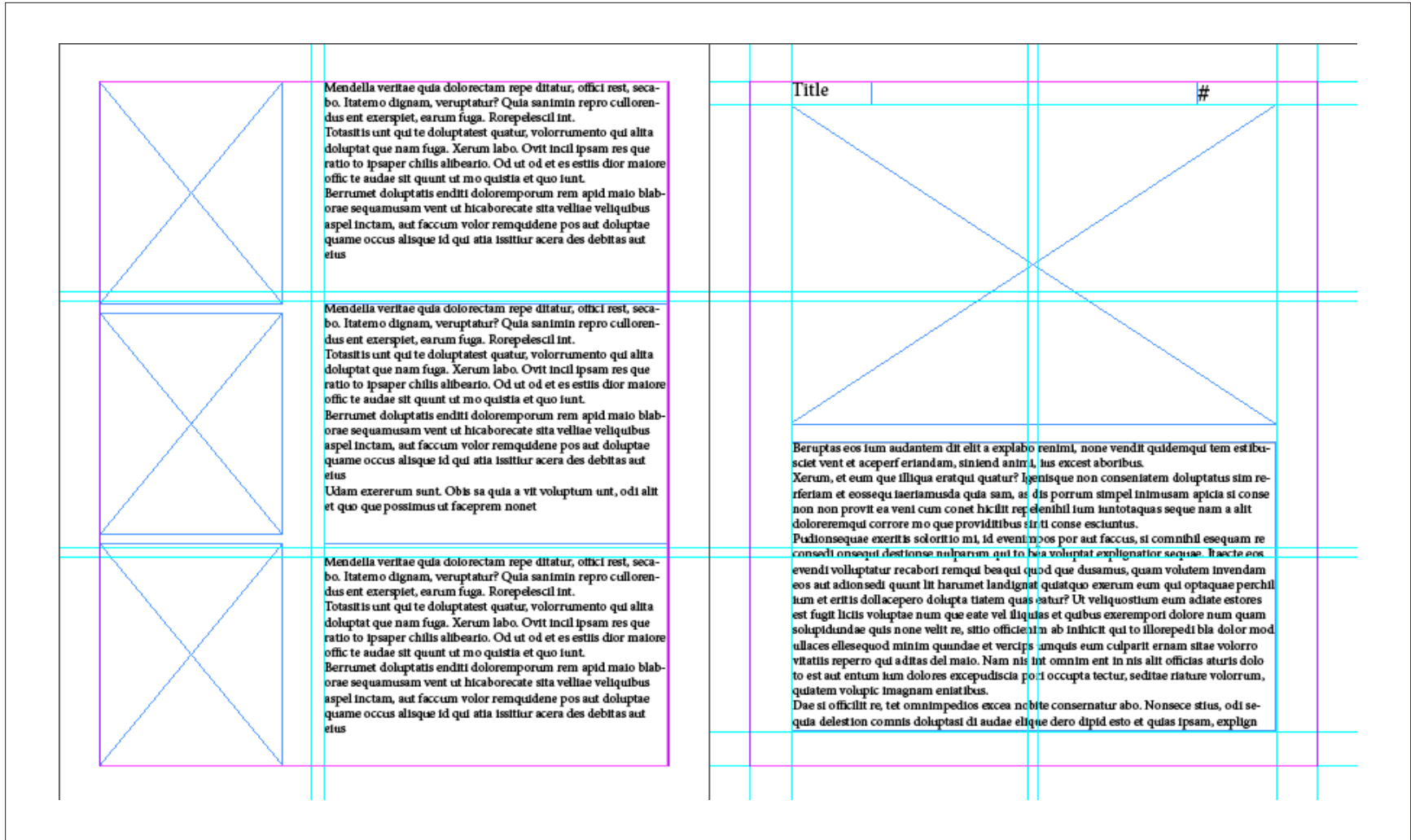
IV. Grid System Comp: 3

The last segment of Project 4 will involve designing a Company Promo booklet to promote your company's new brand. First, design 3 different comps of grid systems for a 2-page spread to be implemented in your book design. (Single page is 8"x10").

Project 4 | Creative Brief

AGD 4250
Graphic Design II
Word, Image and
Visual Communication

Kelly Kulpa
Winter 2018

Company Name
Rebrand

Part II:
Creative Direction

Creative Direction: Logo Color

Act as Creative Director (lead) of this rebrand. Specify rules/systems that are to be followed by your design team.

1 Color (Black)

■ Black

Color

■ Black

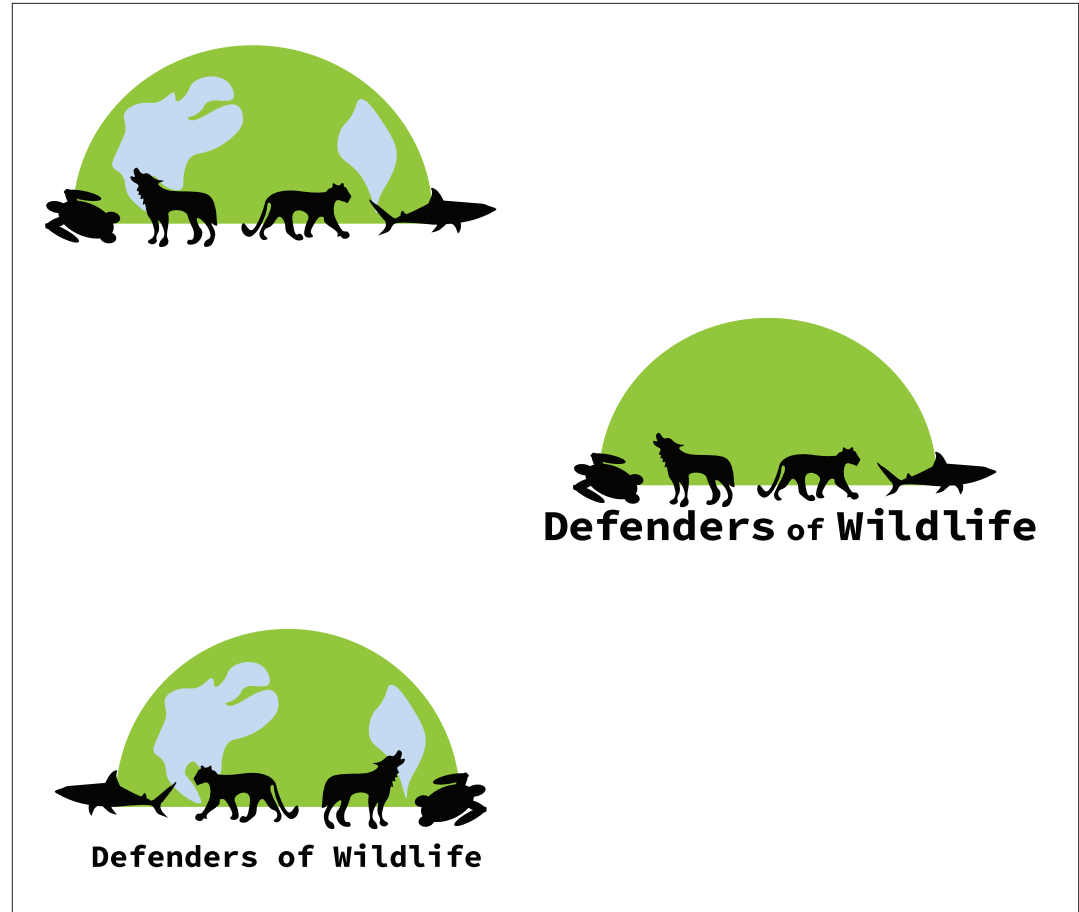■ Pantone P 109-2 c

■ Pantone P 157-8 c

Reversed
(on black/dark background)

Creative Direction: Logo Versions

Designate main/official logo and display at least 3 alternate forms of the new logo.
(Examples: Vertical and horizontal positioning; icon only; text only; simplified version; digital color version, etc.)

Official Logo

Alternate Versions

Creative Direction: Typography

Designate official font family(ies) for your rebrand. Choose minimum of 2 families (3 max).
Look for fonts ideal for body copy and header copy. Having at least 1 font with wide range of weights is advised.

Header Copy

Source Code Pro: Bold

Subhead

Source Code Pro: Light

Body Text

Source Code Pro: Regular

Special Display

Thickhead: Weight (Regular)

Defenders of Wildlife

Natures protection is our top priority

We have been around for awhile and have had numerous ways of helping and protecting creatures on the verge of extinction.
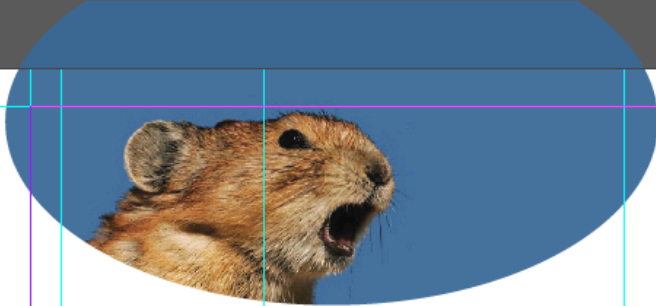
Special Update

Type lock-up example(s). Typeset a body of text using your type specs.

Creative Direction: Image/Graphic Application

Designate general styling of images or graphics. Will imagery used in branding follow a certain illustrative or photographical style? Collage format? Grayscale or color-overlays? Patterns? Display example(s) here and label them as such.

Creative Direction: Grid Application

Choose a spread from your booklet and display it here. Show one with overlay of grid lines and one without grid lines.
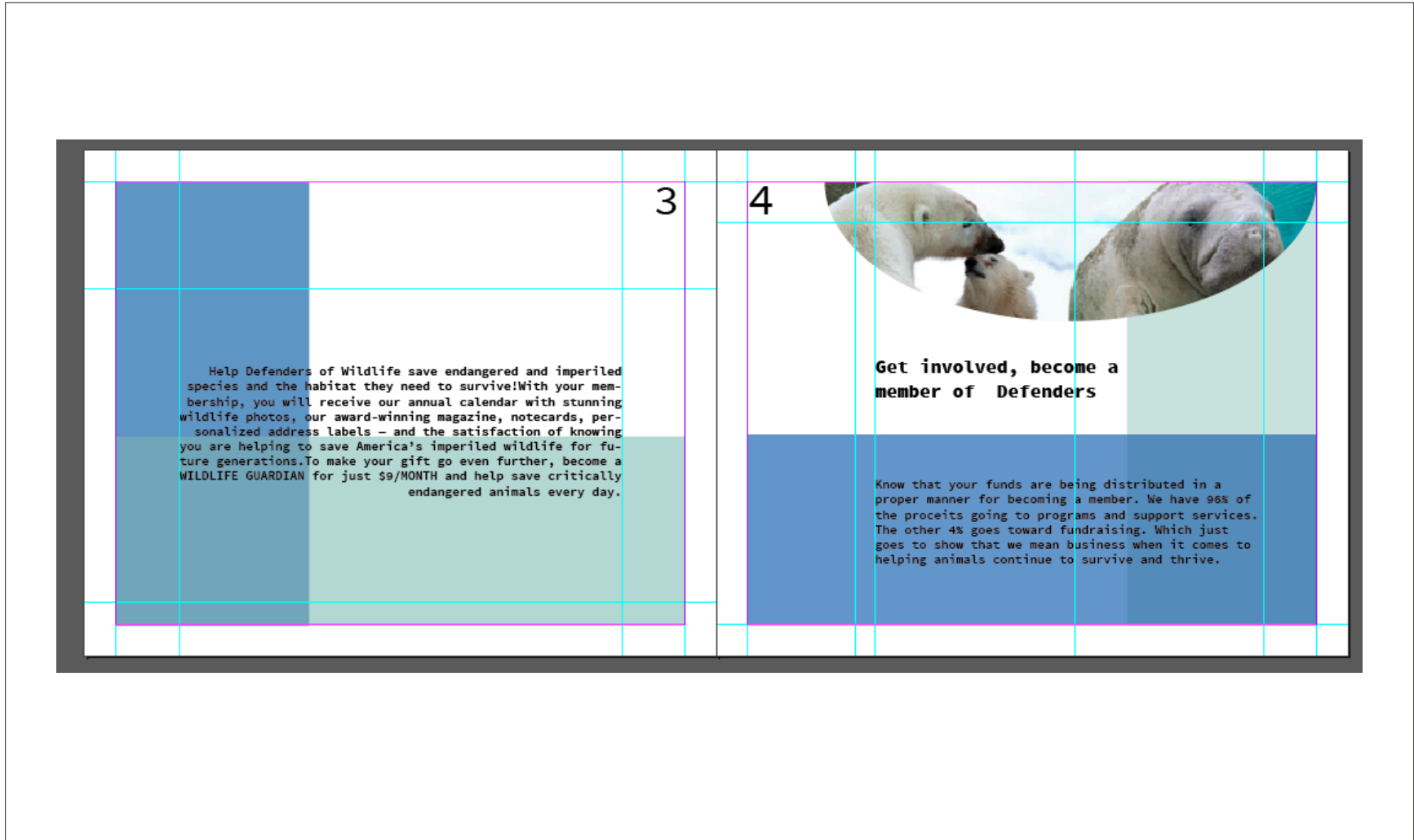
Creative Direction: Grid Applied

Choose a spread from your booklet and display it here. Show one with overlay of grid lines and one without grid lines.