

Promoting our student design agency is an ongoing assignment.

As you know, self promotion is as important as completing real world assignments. Our website is the primary point of contact for our clients. It demonstrates our purpose and showcases our work. We can use print, social media and video as vehicles for driving traffic to our website. But how do we stand out and create memorable materials?

Your assignment is to create a promotional vehicle to bring visibility to our student design agency. Please work in teams and develop a promotional piece that will raise our visibility on campus and enhance our brand.

Media: Your choice.

Guidelines:

Min: 8 Pages.

Max size: 8.5 x 11 trim size. Can be square or oblong. Saddle stitched.

Include: Logo sizing based on x-height, cap height, other..

Typeface: show example various weights were appropriate

Pantone colors and CMYK percentages

Other: how to NOT use or other considerations based on your individual logo

Stationary System:

Letterhead (standard size)

Business card (can be double sided)

Envelope (optional)

Include logo, tag line, address, phone numbers and website

Brochure:

Full color, 8 pages, This brochure will announce repositioning strategy for your company. Image heavy with text explaining the companies new position.

Max size: 8.5 x 11 trim size. Can be square or oblong. Saddle stitched.

What is due:

Logo board with old logo and redesigned logo including new tagline

Process Book: include thumbnails and any research you may have done

Positioning statement - Elevator pitch

Stationary system

Guidelines handbook

Corporate brochure

all files on CD in high print quality pdfs.