



Image: identity manual by Egotype [on Behance](#)

## an identity system

P.03

### OVERVIEW

Identity manual, brand book, design guidelines – there are many words to what you are going to make on this project. But although it has many names, its purpose is singular: to compile the design thinking behind a brand identity. It documents the sources of inspiration, informs the reasoning for the design, and provides a set of guidelines that ensures brand consistency.

#### From Ellen Lupton's *Graphic Design Thinking*:

A brand book is a way to visualize the personality and life story of a product, company, or organization. The designer uses a selection of colors, shapes, textures, photographs, words, and photos to set a mood, inviting the reader to see and feel the product and to imagine it in the context of a lifestyle or human narrative. Often used to inspire brand loyalty and understanding rather than to promote a specific product, brand books speak to people inside a company as well as to editors, investors, business

partners, and consumers. They document the sources of inspiration behind an organization and help to focus its message around tangible images. The brand book helps the company understand itself as well as communicates its point of view to others.

### A Family of Signs

For this manual, you will create an identity for a city, comprised of a series of logos formed by pictograms and wordmarks. This logo family of 4 marks should represent the city as a whole and some of its different aspects.

1. City
2. Arts
3. Gastronomy
4. Landscape

The design proposed should be geometric, built on a grid, and



display your capacity of visual synthesis.

**OBJECTIVES**

**General Objective**

- To create an identity manual showcasing a family of logos that represent a city and some of its different aspects: arts, gastronomy, landscape.

**Specific Objectives**

- To research and understand the object of study: the city
- To understand and explore visual synthesis
- To conceptualize a unified system of representation
- To create an identity manual

**PROCESS**

**INVESTIGATION**

- Research important characteristics, history, representation and culture of your city. This document is your starting point, put it together as a creative brief that will launch your conceptual process.
- Make a word list to help you brainstorm key concepts for the identity
- 4 Moodboards: for nature, architecture, art, and lifestyle of the city.

**IDEATE**

- Sketch a minimum of 20 ideas for the family of signs (80 sketches total)
- Choose best sketched ideas and build them using a grid on the computer
- Choose brand type for wordmarks
- Define a color palette with 4-6 colors. Define the meaning of the colors on the palette, each can be used to communicate a mood and spread a message. Build a palette that relates to the city using photo resource.

**PROTOTYPE**

- Show how each pictogram is constructed on a grid (construction grid)
- Make a proportional grid showing how the pictogram will interact with the wordmark, with guidelines for alignment and proportion
- Layout the design of the book
- Prepare for print and final presentation

**THE MANUAL**

- What is the design problem?
- About the City (a creative brief)
- Word List
- Keywords

Moodboards

Sketches

The proposed pictograms

- Construction grid
- Black on white
- White on black

Typographic Selection

Pictogram/Wordmark integration

- Proportion grid
- Measures
- Protective area

Color Palette

Logo applications (choose 3)

- Show how the identity lives in 3 different forms pf application

**SUBMISSION**

**Class presentation:** the manual as a pdf presentation

**Print:** The identity manual book

**CALENDAR**

- 06/04 Project assigned; begin work on creative brief
- 10/04 Holy Week
- 12/04 Holy Week
- 13//04 Holy Week
- 17/04 Creative Brief due; begin sketching
- 19/04 Sketching
- 20/04 Finish sketching; start computer work
- 24/04 Review computer work with instructor
- 26/04 Pre-critique (2 design options)
- 27/04 Grid work for pictograms; type selection
- 01/05 Holiday
- 03/05 Bring construction grids printed; make proportional grid integrating type and pictogram
- 04/05 Bring proportional grids printed; build color palette
- 08/05 Book layout
- 10/05 Book layout
- 11/05 Project Due**

**GRADING CRITERIA**

Creative & Analytical thinking	15%
Visual Impact	15%
Execution	25%
Project Development	15%
Presentation	10%
In-Class Assignments & Homework	20%