

Design brief

Business name: Vincennes University Shake Library

Project Name: Branding Project

Overview: Shake Library is currently preparing for a major physical renovation to their space in then LRC and an update to the nature of what the library resources will include. These changes will include more collaborative spaces for group study. Fewer books will be seen in the library, but they will still be a part of their resources. There will be more electronic resources and more programs and activities.

The library is just one part of what we know as the Learning Resource Center (LRC). The LRC is the name of the building which houses Shake Library, along with the Testing Center, and the Student Success Center.

The current slogan they are using is “Shake it up” or Shake things up”.

Below is the current logo being used for the branding:



The client has been producing their own branding recently, including this logo.

Visit <https://my.vinu.edu/web/shake-library> for more information.

Key objectives: The personnel at Shake Library have asked us to produce design concepts for updated branding for the library. The most important [part of the new branding is a new logo design. Although they like the current logo, they feel that it could better communicate the new directions of the library, especially the activities and programming that is becoming a larger part of the library’s offerings.

The client has asked that the new branding have a modern feel, not traditional. Their main concern is for the updated branding convey a feeling of fun to appeal to current students.

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They want to send the message that the library does not have to be a place where you have to be quiet all the time but can have fun there.

The client is also concerned with versatility with the new logo. A strong and simple shape will be important for the logo to be usable in every situation. A possibility they suggested is a logo that is modular in nature to allow for the logo to change shape if necessary.

The logo will be used in a variety of situations as part of the overall branding of the library. The components include:

- Website
- Social Media Flyers for Activities
- YouTube Videos
- Flash Drives and other promotional items

The design concept must include a logo design that demonstrates its versatility by being presented in a different color schemes and situations, as well as in use on these types of branding items.

A graphics standards guide will be developed and provided to the client with the design concepts.

Target audience: All Vincennes University students, faculty and staff. As a secondary audience, other people outside of VU, such as people doing research within the greater community are and other institutions of higher learning.

Budget: Budget is not a factor on the design portion of the project but should be considered for the use of the branding by ty the client.

Format: The design concepts must be prepared for presentation electronically. A PDF document will be used to present the design concepts to the client.

Design Project plan:

- Develop creative concepts to effectively communicate the branding goals of the client and build recognition with graphic impact to be noticed and remembered.

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- Create comprehensive layouts to demonstrate the effectiveness of the branding in the indicated uses.
- Provide electronic files (PDF) for the logo and other branding situations..
- Prepare and provide final production files to specification provided by client for the chosen design

Measures of success:

- The success of the project will be initially measured by the design being chosen for the branding of the library.
- The second measure of success will be successful implementation of the branding.
- The third measure of success will be that there is positive response and feedback from students on the new branding campaign.
- The final and most important measure of success for the design will be that the design is deemed of high enough quality for inclusion of the design in the student's portfolio.

Due dates/schedule for completion:

Roughs/Concepts – Logo:	Sept. 11
Comp – Logo:	Sept. 18
Graphics Standards and	
Examples of Brand in Use:	Sept. 25
Presentation Practice:	Sept. 27
Client Presentation:	TBA
Files to Instructor/Client:	TBA