

ASSIGNMENT SHEET

DESN 202 – Graphic Design/Visual Communications II

SHAKE LIBRARY BRANDING – GRAPHIC STANDARDS GUIDE

REQUIREMENTS:

An attractive document that is easy to understand and use.

1. Title Page
 - Attractive page that includes the client project name and your name
2. Overview of your concept and research in one paragraph
 - What is the brand about and its goals?
3. Logo in full color large size to present the logo
4. Logo variations pages (multiple if necessary)
 - Must include logo on light background and dark background
 - Must include a 2- or -color version, along with a black and white version
 - Can logo be used in vertical and horizontal variations?
 - Can logo be pulled apart and used as separate elements?
5. Color and Font indications
 - Must include Pantone, CMYK, RGB, Hex values with color swatches (may include accent colors not used in the logo itself)
 - Must samples and name of fonts used in logo (may include complementary fonts not used in the logo itself)
6. Spacing standards and Minimum size
 - Include a diagram indicating negative space necessary for making the logo good (this is better of it is a proportional value, not an absolute)
 - Include a diagram indicating the minimum dimension for the logo to be used
7. Disallowed uses of the logo
 - Show examples of what not to do
8. Logo in use – should include:
 - Website layout
 - Social media page layout
 - Flyer for Activities
 - YouTube Channel page
 - Flash Drives layout
 - Other promotional items you feel would be appropriate

SIZE: letter size portrait pages

FORMAT: PDF document