

CREATIVE BRIEF

PROJECT: Shake Learning Resource Center Logo Design

OVERVIEW: Shake Learning Resources Center on the Vincennes Campus is available to VU students, faculty, staff, and individuals from the surrounding communities. Borrowing privileges for library books and other materials and usage of the Computer Commons are available to all. It is not just a library, but learning resources which includes the library, the Lewis Historical Library, the Assessment Center, the Center for Teaching and Learning, Media Services and a computer commons providing Wi-Fi and printing capabilities.

The LRC is engaged in all aspects of the college environment to give access to all members of the V.U. community. The library is not just a lot of books on shelves. The LRC is evolving with the current progress of technology by moving into electronic media. Many publications, periodicals and encyclopedias in particular, are now available online as electronic books, which means there are fewer books on the shelves. Other media databases are available as well, such as Artstor, Films on Demand, Groovespark, etc. Off-campus resources are also available, such as interlibrary loan and delivery.

TACTIC: Design a logo to create an identity for the V.U. LRC

TARGET AUDIENCE: All students, faculty and staff within on the main V.U. campus and may also include other V.U. sites and program that are off-campus. A secondary audience would be members of the surrounding community, as they also have access to the LRC's resources.

STRATEGY: Create a brand for the Vincennes University Shake Learning Resource Center that helps to vitalize the library and helps to give it an identity is recognizable and relatable to new and existing students. The identity should suggest the scope of services the LRC provides by not limiting the facility to any one thing.

The client is open-minded about the form of which the logo may take, but has asked that the logo not look like clip art has been used. The logo should feel contemporary and forward-looking, not a nostalgic library look.

The client has specified that the logo design be graphically simple to increase the versatility in its use. The logo will be used in the following ways:

- Facebook Page
- Brochure / Letter Size Flyers
- Computer Desktop within the LRC
- PowerPoint Slides

The client has also expressed the desire to have graphics on some of the walls on the first floor of the library as part of the LRC identity. One possibility would be to use components of your logo concept as a motif to create interesting and dynamic all

graphics. Another approach would be to use a totally unique graphic style that complements your logo concept. The logo would not necessarily need to be used on the wall graphics.

The logo design will be presented to the client before mid-term. The logo must also be shown in use in at least two of the prescribed uses above. The precise schedule is yet to be determined. The client may ask for revisions to be made before making a final decision.