

# Project #1 Corporate Identity

## GRAF3013



### Client:

Global ZipLine Eco-Adventures

### Assignment:

Design a new identity that will be suitable for application to stationery, web and screen presentations, all corporate printed marketing materials, and exterior graphics. I'm not expecting the application to all these now, just keep these in mind as you design. A wordmark is, as the name implies, a unique WORD design. The company name is designed in a unique manner sometimes with some graphic attachment. In other words, you must be able to read the company name. The difference between a Wordmark and a Logo is: the wordmark is predominantly the company name, it may have some graphic attached but the name is the dominant feature. A logo can be just a graphic symbol. Grab the Yellow Pages and you will see hundreds of examples. I will also be showing you examples.

### Objectives:

- explore and implement the design process effectively.
- research and explore the use of Corporate Identities.
- explore the use of Typography as a visual communication tool and as a graphic element within a design.
- create an effective Corporate Identity.
- improve the sales of Global ZipLine Eco-Adventures tours through effective promotional materials.

### Background:

Global ZipLine Eco-Adventures is a new company catering to the growing movement of eco-friendly tourists who want to be kind to the environment while still enjoying a unique adventure in exotic parts of the world. This company offers many different tours in a wide variety of countries for the environmentally conscious traveller. The company offers guided travel tour packages that include a tour guide, comfortable group sizes, accommodations, meal packages, related excursions and your exhilarating zipline experiences. Target group would be the age groups of 18 thru 70 with a more outdoor adventurous side and a high awareness of health, environment, and fitness.

### Requirements

Create a new wordmark that will be flexible for application to stationery, website & screen applications, and print materials.

### Produce a stationary package:

business card, letterhead, and standard #9 business envelope.

- The Corporate ID name:  
Global ZipLine Eco-Adventures
- Must be vector-based and designed in Illustrator
- You must design a colour, and B/W version
- It must be applied to the business card, letterhead, and envelope check the internet for #9 size envelopes, check out stock options for both your stationary package. Part of the design is choosing an appropriate stock for the stationary package. It is your job.  
**DO NOT** use plain white bond or photo glossy or matte paper for your stationary package this will result in a failing grade on the stationary package.

### Copy for Stationary Package is as shown below

Global ZipLine Eco-Adventures  
1869 Red Brick Lane,  
Toronto, Ontario H5C 4W8  
Phone 905-625-3920  
Fax 312-679-0023  
website [www.gblziplinecoadvent.com](http://www.gblziplinecoadvent.com)  
President Phillip Manzerella  
Cell 416-693-8845  
e-mail [pmanzerella@systematic.ca](mailto:pmanzerella@systematic.ca)

### Promotional Post Cards (4)

- Each card size 4 X 6 inches
- The front must have a white margin of .25 on all four sides
- The front will be printed with CMYK
- The new Corporate ID should appear on each card in colour
- The back will be printed with black only and shades there of
- The back must be highly readable, include sender, addressee, and a bulk prepaid postal stamp.
- NO bleeds on the front or back
- Should include phone number and url on each card

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- The copy for the cards will be written by you. These are direct mail outs to promote the company and its unique tours. The cards should be visually interesting so the images with the copy intrigue the viewer to make contact.
- The four cards will be a series mailed out quarterly so they must relate to each other. So each image must be interesting on its own and work as a whole with the others.

Remember the design process! Read and understand the brief thoroughly — print out a hard copy follow all details and instructions.

### Due Dates:

- Week 1) Introduction of the project and a detailed review of briefing. Due dates to be announced.
- Week 2) Research lots  
Thumbnails 15 ID concepts, 5 stationary package layouts (all pieces), 5 sets of postcard concepts.  
TBA \_\_\_\_\_
- Week 3) Do semi-comps (2 sets of best ideas), to size, in B/W computer generated & show colour choices & tests of Corporate ID;  
TBA \_\_\_\_\_
- Week 4) Final Comprehensives due at start of class.  
TBA \_\_\_\_\_  
Oral presentations done in class. Do not be late or you will receive a grade of zero. Come early to class.

Everyone is expected to stay for all students presentations. Presentations are a group learning activity and as such feedback and comments are required.

If you leave before all presentations are completed you will lose 5% of your presentation grade.

### Final Presentation:

Mount your final Corporate ID— one colour & one B/W on a 11 x 14 black bainbridge board. Leave a balanced boarder.

Mount your stationary package on a 16 x 20 black bainbridge board. Leave a balanced border.

Mount your Post cards on a 11 x 15 black bainbridge board, 1 inch margin around all the edges and 1 inch between the cards.

You can put the tissue overlays on after you present your work.

You must design a Power Point presentation that shows all of your designs for Global ZipLine Eco-Adventures. This is your sales pitch to the company, take some care in the design of the PPT. Make sure all images are linked and embedded.

Burn and submit a CD with all your final PDF files, and your presentation Power Point. I do not want any working files or research files. Label your CD and the CD case.

Pay close attention to your Typography. Remember as well, a really good presentation can sell a mediocre job and sometimes make it look great. SO, “make a presentation that will best sell the job”, rehearse what your are going to say. If confused, ask questions!

### Grading Breakdown

- Research and Thumbnails worth 20% of final grade
- Semi-comps B/W full set worth 10% of final grade
- Typography worth 20% of final grade
- Creative and Design worth 20% of final grade
- Oral Presentation worth 15% of final grade
- Presentation Package- boards, mounting, neatness, labelling, organization, following specifications. Worth 15% of the final grade.