

Project #1 Corporate Identity

GRAF3013



Client:

Vin Rouge Incorporated

Assignment:

Design a new identity that will be suitable for application to stationery, all corporate identity and interior graphics. I'm not expecting the application to these products now. Just design and present the basic wordmark. 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 of logos and wordmarks. I will also be showing you examples.

Background:

Vin Rouge is a specialty wine store, that imports wines from all over the world. Well educated, friendly staff are known for their expert advice. Services include not only in depth knowledge on wines from around the world, but also, what culinary delights will pair nicely with your purchases.

Requirements

Create a new wordmark that will be suitable for application to stationery, vehicles, product ID. and interior graphics.

Produce a stationary package—business card, letterhead and standard business size envelope.

- 1. The logo copy “Van Rouge Incorporated”
- 2. Logo must be vector-based and designed in Illustrator
- 3. You must design a colour and B/W version
- 4. Logo must be applied to a business card, letterhead, envelope and recyclable bags for the products sold at the store, think about a unique design options for this packaging.
(check the internet for standard business size envelopes check out stock options)
- Corporate information:
Vin Rouge Incorporated
1869 Red Brick Lane,
Niagara on the Lake, Ontario H5C 4W8

- Phone 312-679-4420
Fax 312-679-0023

website www.vinrouge.com

President Phillipe Manzerella
Cell 312-693-8845
e-mail pmanzerella@systematic.ca

Remember the design process! Read and understand the brief — print out a hard copy.

Due Dates:

- Week 1 Intro of project and review of briefing. Due dates to be announced.
- Week 2) Do research lots,
TBA _____
- Week 2) Do thumbnails (15 min..)
TBA _____
- Week 3) Do semi-comps (2 best), to size, in B/W computer rendered & show colour tests;
TBA _____
- Week 4) Final Comprehensives
TBA _____
Oral presentations done in class.
- Everyone is expected to stay for all students presentations.

Final Presentation:

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

Create a full colour full size mock-up of your bag design.

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

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

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 you are going to say. If confused, ask questions!