

Final Deliverable Outline

This is a visual guide to what is due next week as your final deliverable for this project.

FINAL DELIVERABLE:

3 Page PDF in the respective dropboxes for your section. Please include your name in the file name and do not 'zip' the file.

5140: <https://www.dropbox.com/request/wNqMsh-dgia23Z7CgGTLp>

5142: <https://www.dropbox.com/request/9Hi1ga-mEgjr5rIHxNy9>



Page 1: Brand One Pager

This may have evolved from day 1 based on further exploration or feedback. Use your best version.

Page 2: Moodboard

I did give feedback to some people on moodboards. I recommend revisiting and refining to ensure you're telling a cohesive story.

Page 3: Rendering, Front and Back panel

See the next page for more detail.

I realize these examples are nonsensical as a set. These are for the sake of example only. Yours should all be from the same project :)

Required Elements

This is not a suggested design or hierarchy, simply a visual way to call out the required elements



Expectations for Sub-Brand / Product Line “Identity”

As discussed in class, the wordmark for your sub-brand/product line needs to be more than words in an existing typeface, but doesn't need to be a complete lockup.

Here are a few more examples.



The filled product line has a custom type treatment that feels three-dimensional and evokes the feeling of “filled”



The Essentials product line mark has a slightly modified N and tight kerning to give it a recognizable utilitarian look.



Starbucks doubleshot simply uses a combination of font weights in lieu of a space between words.