

# ENGW 2329, Unit 2: Visual Identity Package

## (Worth 15% of your grade; due on October 18)

### Overview

Whether they know it or not, all organizations have a “brand,” and that brand shapes (and is shaped by) the organization’s interactions with its customers, clients, employees, and stakeholders. The concept of a brand can include many elements, but most people think of brands as the visual identity of an organization. For this assignment, you will develop a visual identity package to strengthen the brand of a local organization.

Working with a small group of your classmates, you will select an organization (a small business, a nonprofit group, etc.) in Austin and create a visual identity for that organization. The organization you select must be real; however, your team can decide whether to collaborate with a member of that organization or to work on your own. (There are pros and cons to both approaches, and we will discuss this more in class.) At the conclusion of the project, you will present the identity package to your classmates, who will portray the leaders of the organization you have chosen.

### Deliverables

Your visual identity package should contain, at minimum, the following items:

- A set of “brand identity guidelines” that includes the following:
  - A logo or wordmark, with instructions for usage
  - Recommended typefaces, with instructions for usage
  - A color scheme, with instructions for usage
  - A proposed slogan that enhances the visual brand identity
- At least two sample documents (e.g., letterhead, business card, brochure, advertisement) that demonstrate proper usage of the brand identity guidelines.
- A one-page letter of transmittal to your client (real or fictional) introducing the visual identity package.

In addition, you will submit the following items to Dr. Warnick:

- An analysis memo (roughly 400–600 words, single-spaced, using memo formatting) from your team to your professor that explains your work on this project and honestly discusses any challenges or difficulties your team encountered during this assignment.
- An electronic copy of any materials you used during your team’s oral presentation (e.g., PowerPoint files, handouts).
- Printed copies of your visual identity package and memo to me are due at the beginning of class on October 18. In addition, you should upload electronic copies of your files to my Dropbox before you come to class on that day.

## Evaluation Criteria

I will evaluate your visual identity package using the following criteria:

- **Originality.** Does the organization's new visual identity stand out as significantly different from the old one? Has the team created something original, while still acknowledging the organization's history?
- **Consistency.** Do all materials in the visual identity package use the same typefaces, colors, and document design strategies to achieve a unified appearance throughout the package?
- **Appropriateness for Audience.** Does the visual identity package acknowledge and respond appropriately to the client's audience(s)?
- **Persuasion.** Do the letter of transmittal and the oral presentation effectively persuade the client to adopt the new brand identity guidelines?
- **Technical Proficiency.** Do all materials show a level of proficiency with the team's selected software programs that is appropriate for this stage in our course?
- **Correctness.** Do all written materials adhere to the conventions of standard written English (spelling, punctuation, and grammar)?