

## Project 7 Branding Project

### // **Reasons**

*This project helps give understanding of the needs from a client as well as the power of graphic design. This is a fast paced project that needs to be done while other projects are happening.*

### // **Process**

*Select local restaurant that needs branding overhaul (no people doing the same restaurant)*

*---Must haves*

*Brand Guidelines (1 to 3 separate pages)*

*Each Featuring:*

*Concept / Metaphor - With Explanation*

*Identity package -*

*Logo(s): include do's and don'ts / Safe Area / Primary (and Secondary)*

*Colors: with pms, rgb, cmyk, and hex*

*Typography: List Fonts and uses*

*Graphic Elements - Examples and uses*

*Photography style - Examples and how to pick photos*

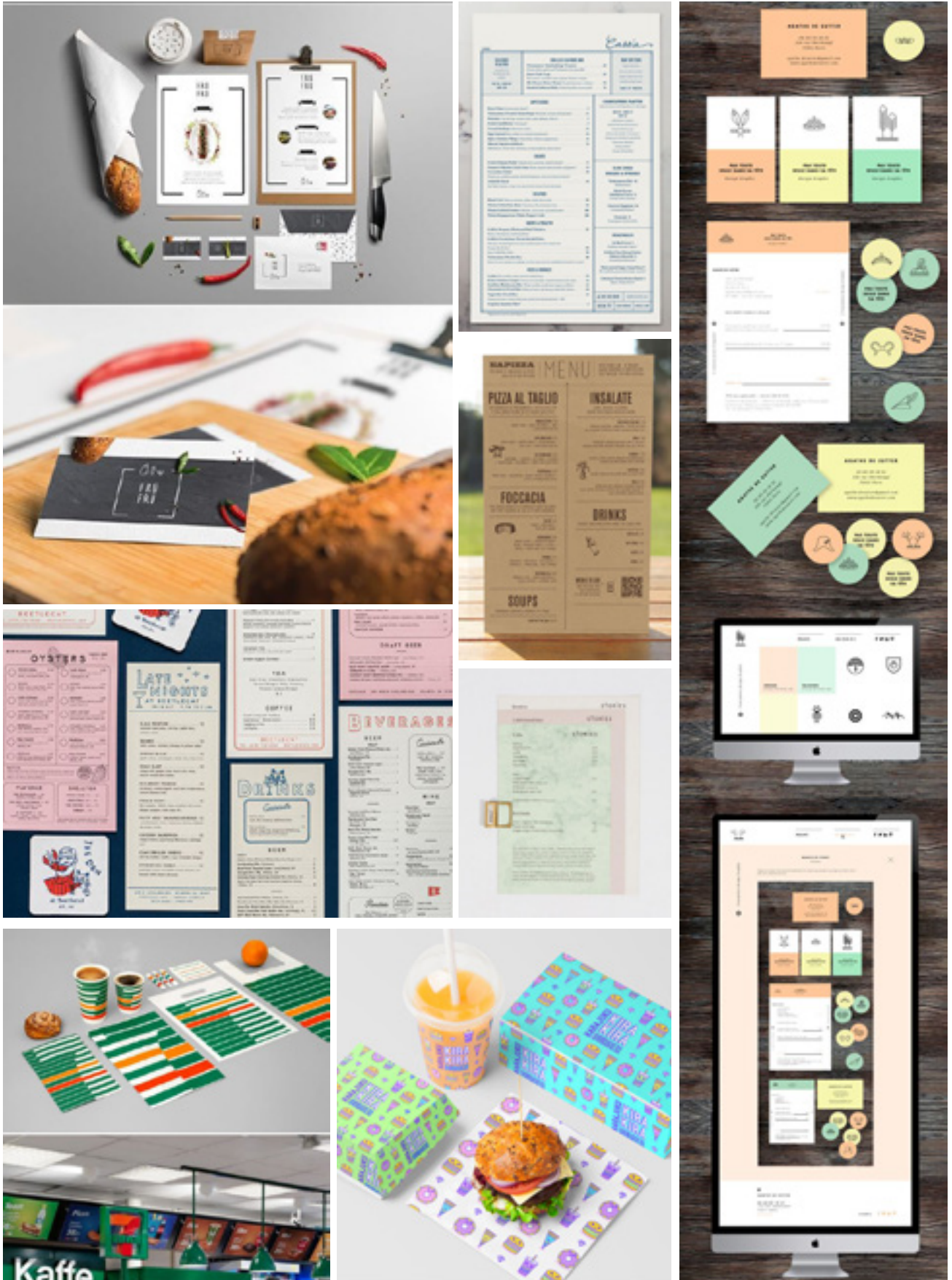
*Environmental examples - Pulls and explanations*

*Executions - Min of 5 pages of collateral (Menus, Cups, napkin, shirts, hats, bags, stickers, punch cards, koozies, buttons, coasters, take away menus, etc...)*



**Let's Make Stuff**

## Project 7: Branding Project



Let's Make Stuff