**Corporate Identity**

****All organizations need to develop a corporate identity for themselves—items that help consumers remember their company or products and sets them apart from their competitors. In this project, you will design and create several commonly used corporate identity materials: a logo, a slogan, letterhead stationery, a fax cover sheet, and business cards.

A **logo** is a graphic (picture) that helps identify an organization. Almost all organizations/companies have some type of logo. The logo examples shown include some very famous, easily recognizable ones: McDonald’s golden arches, the Nike swoosh, the three diagonal lines used by Adidas, or the way that Coca Cola writes the name on its products. The list goes on and on. Whenever you see these graphic symbols (logos), you know exactly what organization or company they represent, even when the company name is not part of the logo.

A **slogan** is a memorable motto or phrase, often used with the logo. A slogan is also used to create a remembrance of the company and its products. McDonald’s recently used slogan, “I’m lovin’ it,” Coca-Cola’s, “It’s the real thing,” Burger King’s, “Have it your way,” or Xbox 360’s, “Play more.”

Companies spend millions of dollars on the development of their logo and slogan and use it on just about everything. Documents such as letterhead stationery, fax cover sheets, and business cards all include the company logo and often the slogan.

**assignment & requirements**

Use the design principles that we’ve discussed in class to produce the following corporate identity materials:

* Logo & slogan
* Letterhead stationery
* Fax cover sheet
* Business card

You can base your idea on any of the following:

* Your favorite local business
* East Jordan Public Schools
* Other – must be approved by me
1. Begin with a storyboard (sketch) of your logo.
	* Indicate colors, fonts, etc. on the sketch.
2. Create the logo in Photoshop.
	* The slogan may be part of the logo graphic, if you like.
3. Create the three other corporate identity documents (the logo and slogan must be included on each): letterhead stationery, fax cover sheet, and business card.
	* The letterhead and fax cover can be created either in Publisher or Word.
	* The business card must be created in Publisher.
4. When you’re finished with all parts of the project, e-mail or print in color (may need to use other lab).

**Grading:**

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| Storyboard | 10 points |
| Final Logo & Slogan | 20 points |
| Letterhead | 15 points |
| Fax Cover Sheet | 10 points |
| Business Card | 15 points |