Graphics standards manuals (also called style guides) are key to an identity’s success. They provide guidelines for proper use of a logo and outline the essential elements of a brand’s visual identity. While all standards manuals vary according to the needs and personality of the company, certain aspects are ‘standard’ (e.g., an overview of the brand, proper/improper uses of the logo, and color swatch specs) while other aspects of these guides are more unique to the individual brand. Understand how your brand’s identity balances consistency and appropriate levels of flexibility and clearly explain this in your manual. Use visuals examples supported by text explanations for utmost clarity.

FIND INSPIRATION
Look around online for an example (or two or three!) of a standards manual that you find inspirational for one or more reasons, e.g., clarity of information, ease of navigation, creative layout related to identity, etc. Record your findings on your blog. Try looking for standards manuals that you would *like* to see verses settling on your first search results; you might be surprised what you can find!
DUE: Monday, March 22, blog post of inspirational manual

RE-SET YOUR STANDARDS
Your standards manual is the final step in setting the standards for your identity. You have been defining and re-designing these standards all semester, from your logo, to your communication system, and your system application. The manual is a definition of these standards as well as an example of these standards in action. In this way, you need to design the form, layout, type, color, etc. from the existing identity toolkit, such that this piece fits seamlessly into your company’s identity system.

Your manual must include:

- Company overview
  
  *Overview paragraph of brand meaning/mission/story (refer to design brief) and/or instructions on how to use this manual*

- Standard identity elements
  
  *Logo versions (proper and improper), primary and secondary typefaces, color swatch specs (CMYK, RGB, Pantone®), symbols and/or character usage*

- Unique identity elements
  
  *Communication system specs (including materials, size, color), system application specs, tagline and/or symbol usage*

DUE: Monday, April 5 Three rough sketches of layout ideas
DUE: Monday, April 19 One digital rough posted on blog for critique
DUE: Thursday, May 13 Final manual due electronically by 3:30pm

LIMITATIONS
Your graphics standards manual must be:

- Designed in Adobe Illustrator or Adobe InDesign
- Presented in digital form, as a .pdf file (either multi-page booklet or single poster layout)
- Usable and accessible to all types of users (i.e., the novice administrator and expert designer)
- Clearly organized, with appropriate section headers and a table of contents

EVALUATION
You will be graded on the quality of your:

- Concept – 10 points (relation of guide to overall identity, uniqueness of form and presentation, general style)
- Layout – 10 points (fulfillment of requirements, inclusion of brand-specific elements, grammar and writing style)
- Presentation – 10 points (clarity, organization, technical craft)