CLASS PROJECT: *BRANDING AND IDENTITY*

Design Problem
Invent a company or service to create branding and collator al materials for. The company or service must have a green, eco-friendly or ethically positive component.

Methodology
Determine the interest and themes of your company. You will be branding (logo, color palette, font use) according to the audience and purpose of the company. Appropriate collateral materials will also be created (packaging, business cards and letterheads, advertising, etc.) The company or service may contribute to the world in any way, but must be conscious of eco-friendly, green and ethical production, distribution and use (the Triple Bottom Line: people, planet, profit).

Software used but not limited to: Illustrator, Photoshop and/or InDesign.

Timeline

Week six	Branding check-in
Week ten	Brand book check-in
Week twelve	Collateral check-in
Week fourteen	In-process critique
Week fifteen	Project due