Team 6
Identity – InfoDesign

Brand Guidelines

for Technology and Information Design

Built for
INST 710 – UX Research Methods

Branding

Values

Fully leverage technology and information to solve real world problems and foster a culture of trust and respect.

Purpose

- Frame important problems at the intersection of people and information

- To design solutions for these problems

- To realize, deploy and iterate on their solutions.

Target Market

Any and all students interested in working with information, technology or design. They will graduate with a variety of skills and have job prospects anywhere from UX Designers to Tech consultants.

USP

Our proposition is to market the program to creative individuals with an affinity for collaborative culture: a major where you feel constantly supported and at ease, while you do what you love and constantly grow.

Vision

The major will teach students the importance of developing a deep understanding of people, places and communities and understanding the dynamics of people, information and technology at the micro, meso and macro scales.

Brand Attributes

🔨 Technical

The Program portrays a technical aspect from the name, and perception indicates that it's expected to be a little technical.

🧩 Analytical

The information aspect of the major, along with student perception assumes data and visuals are included.

🖌️ Creative

Even though our perception affinity indicated a lesser idea of infodesign also being a creative major and having design based courses, we believe it's also important to showcase the creative aspects of the major, specially in media and marketing.

🚩 Assertive

As graduates of this program, students will head to a multitude of high performance careers and jobs, so we believe being assertive would become an integral part of their lives, and so it would be an intergral part of the major as well.

Typography and Colors

Headlines
Radio Grotesk

Aa Bb Cc

Subtitles
Neue Machina

Aa Bb Cc

Content
Inter

Aa Bb Cc

#0C120C

Rich Black

#26408B

Dark Cornflower Blue

#29CDA2

Medium Aquamarine

Logomark

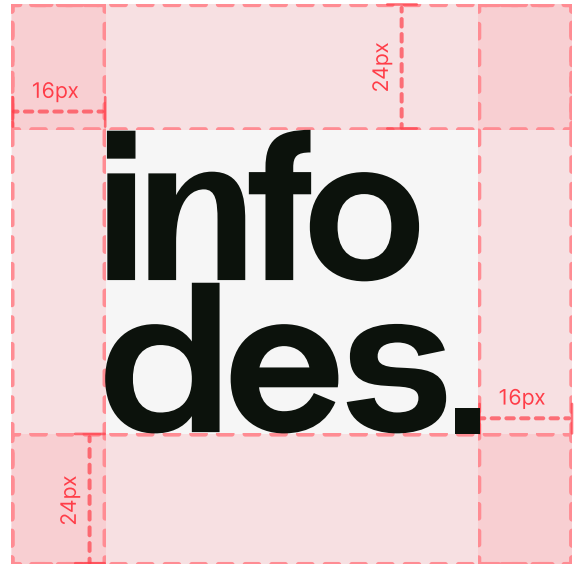Bachelor of Arts in
Technology and Information Design

TID InfoDes. info info des. Des.

Mark Usage

Spacing

info
Des.

16px · 24px · 16px · 24px

info
des.

16px · 24px · 16px · 24px · 16px

Technology and
Information Design

24px · 24px · 24px · 35px · 24px

Please maintain this minimum spacing guidelines while
using this logomark.

Mark Usage

Images

Use a 30% #0C120C overlay to maintain atleast AA constrast.

Mark Usage

Marketing Material

Always use the College of Information Studies logo with the infodesign logo, preferable left and right, respectively.

Welcome to
info
Des.

Please view <u>Marketing Material</u> ↗
for conceptual examples.