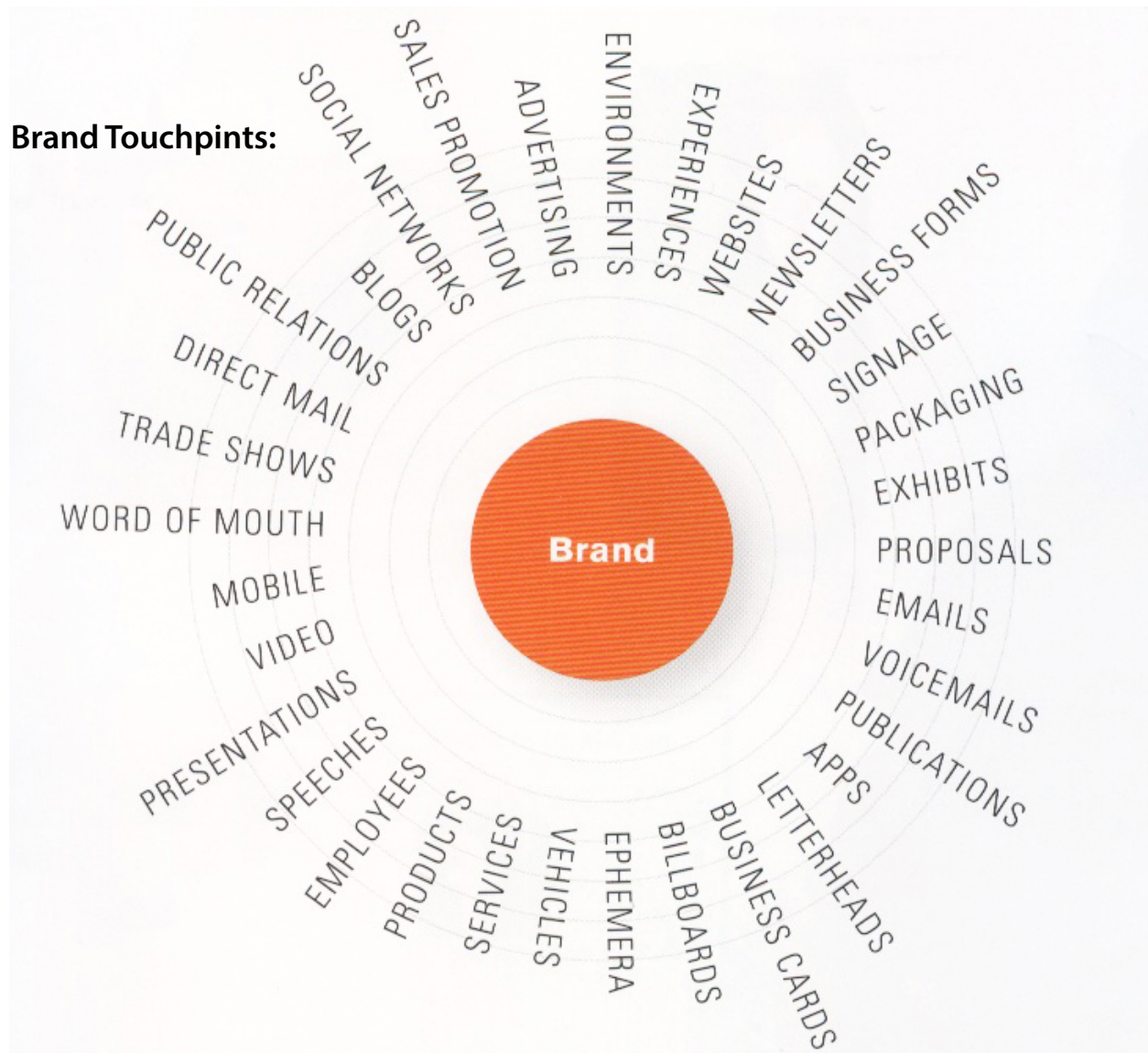


# Assignment: Touchpoints

Due in 2 weeks

Create and design three different **Touchpoints** for your brand which show unity, a cohesive visual style which embodies the core values of your brand, and visually appeals to your target audience.

Using this chart from the book, *Designing Brand Identity*, choose three touchpoints.



*“Every communication uses a consistent voice and evolves from a central dynamic idea. Coherence emerges from understanding the needs and preferences of the target customer and designing a brand experience that produces a desired perception. Every **touchpoint** is considered a brand experience. The Identity system advances immediate recognition of the brand and supports brand attributes across various media. This happens through colors, typeface families, formats”*

You may choose any three Touchpoints. Examples of threes:  
(a logo should follow the concepts of the campaign, and not vice versa.)

Mobile App (software suggested: design in Photoshop)

Home Web page (software suggested: Photoshop)

Street Banners

Direct mail piece

Guerilla street event

Blog Page

Packaging (Illustrator)

Billboard (Illustrator, place a photo)

Magazine advertisement (InDesign)

Social Network Page

Product package

Street signage

Web page (home page)

Catalog cover

Shipping box

Video (counts for two)

Magzine advertisement

Trade show booth, which needs signage back-drop.

Business Card

Employee uniforms

Truck Signage

Business cards

Letterhead

Corporate Report Cover, one inside page.

Water bottle or cofee mug give-away

Street Banners

Publicity Event