CEDI MARKETING MATERIAL

CEDI Marketing Material

Client Project

University of Winchester CEDI Marketing Material

Semester 1

By Matthew Colyer

REASONS FOR CHOOSING THIS PROJECT

For this client project I wanted to learn more about formatting and layouts in order to gain promotional material for advertising and more projects in the future. It was my responsibility to use the branding to create promotional material that could be used for the launch of CEDI's new facilities. This project was related to the University of Winchester and was to create the marketing material and for CEDI's new 3D Printing Hub, Networking Events and Training Hub. These had to be presented to market the two hubs and networking events via branded flyers and posters as well as other formats of your choice. These creations are ongoing marketing material and information for the brochures need to link with the CEDI website. This will be designed to suit your audience for the category of professionalism with a strong look and feel to tie in with the University of Winchester branding.

THE BRIEF

This is the brief for the University of Winchester CEDI Marketing Material for 3D Printing Hub, Networking Events & Training Hub project. This gave me a very clear understanding of what the client wanted for this project and was presented with different categories that I will need to focus on for the CEDI marketing material.

University of Winchester CEDI Marketing Material for 3D Printing Hub, Networking Events & Training Hub

CLIENT

PROJECT NAME	CEDI Marketing Material for the 3D Printing Hub & Training Hub
CLIENT NAME	CEDI
UNIVERSITY CONTACT	Debs Wilson, Sam Barker, John Richardson & Paula Richardson
PAID / UNPAID?	Unpaid

CLIENT CONTACT NAME CEDI Debs Wilson	**STUDENT(s):**
PHONE 07703 379858	**PHONE**
EMAIL debs.wilson@winchester.ac.uk	**EMAIL**

PROJECT | purpose and opportunity

To create the marketing material and for CEDI's new 3D Printing Hub, Networking Events and Training Hub

OBJECTIVE | what does the project work to achieve?

To market the two hubs and networking events (and other areas possibly) via branded flyers and posters. and to create ongoing marketing material/information brochures for CEDI to align with the website.

TARGET AUDIENCE | who are we trying to reach?

Industry, students, staff, academics, organisations

ATTITUDE | style and tone

To be designed to suit your audience, ie a level of professionalism with a 'designery' look and feel - to be agreed and presented at different stages for feedback, and to tie in with the University of Winchester branding

MESSAGE | what is the key idea to be remembered?

As above - CEDI needs to attract industry (all types) as well as students, staff, academics. CEDI is a knowledge exchange centre for enterprise, design and innovation, so there is a wide remit of who may be interested.

DELIVERABLES & FORMAT | describe key pieces to be produced

The project should include:

1. An identity (echoing the CEDI website) for the launch of the two CEDI hubs and networking events
2. Marketing material ie posters/flyers/invites
3. Press Releases

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4. Marketing material for CEDI activities and business areas
5. Information leaflets for each of the areas to be delivered/advertised
6. Infographics for 'How To' use the 3D Printing equipment in the CEDI Innovation Lab

SCHEDULE | projected timeline, important dates, deadlines, etc.

- To be ready for the end of semester ready for using to invite people to the launch and advertise CEDI

BUDGET

N/A

COMMENTS

Signatures

Please ensure you have thoroughly read and understood the project details, requirements and outcomes before adding your signature below. One all signatures are added, the details listed above are considered approved and the brief can be confirmed as final. Any further work not mentioned above will be classed as new work and covered by a new project brief.

UoW contact: Paul Wilson

Date: 20th September 2020

Designer/Developer Student contact:

Date:

Client contact: Debs Wilson

Date: 20th September 2020

Add important images / reference links here:

CEDI Website login (TSOHOST)

http://cedi.uk/wp-admin
Username: admin
Password:

Also CEDI WinchesterUni site:
https://www.winchester.ac.uk/research/understanding-society-culture-and-the-arts/centre-for-enterprise-design-and-innovation/
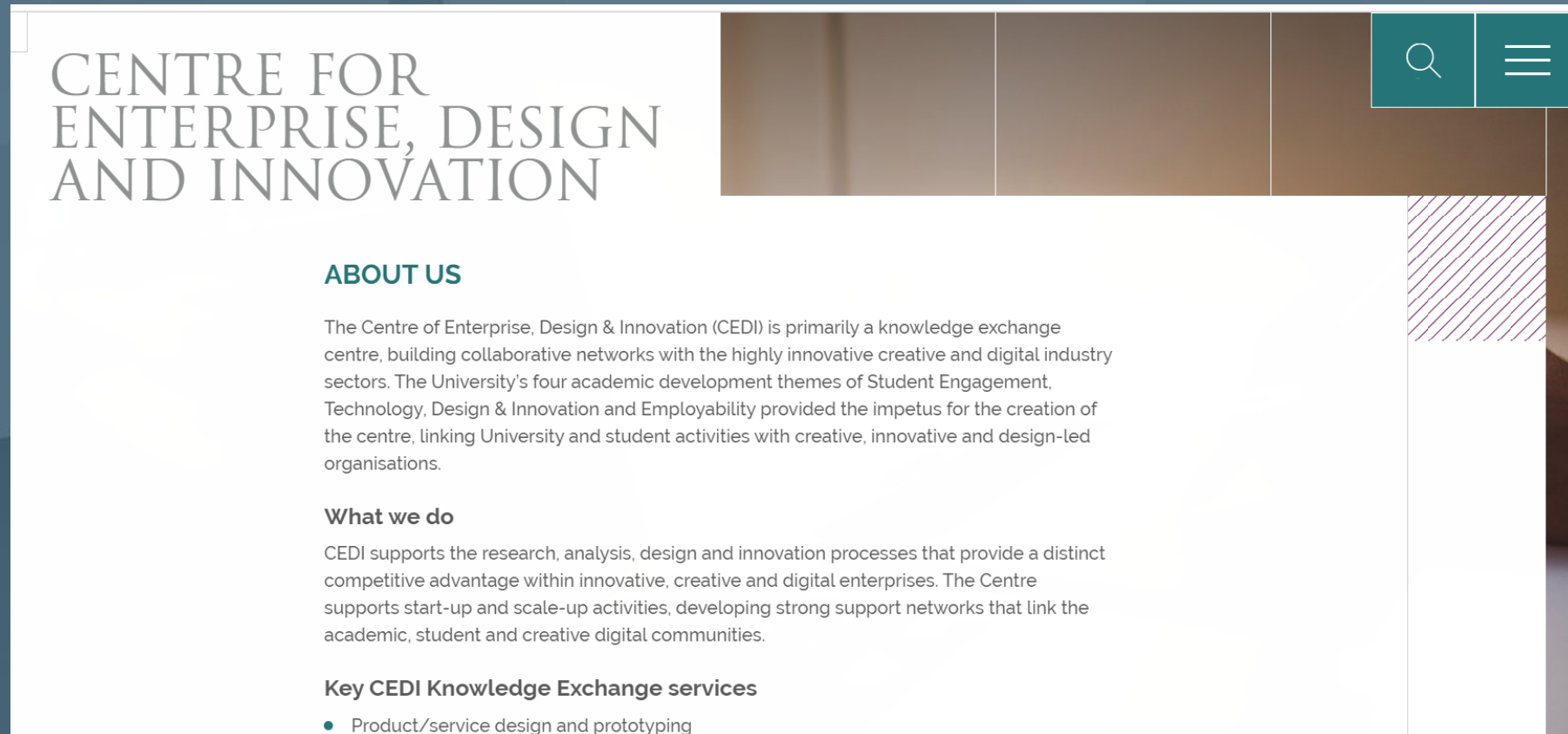
WEB LINKS

Included in the brief was a link and login to the CEDI admin page. This provided me with resources and information that I could use and take inspiration for when creating the CEDI marketing material. In this image it shows the style that the university of Winchester uses for its promotions with the square boxes and patterns.
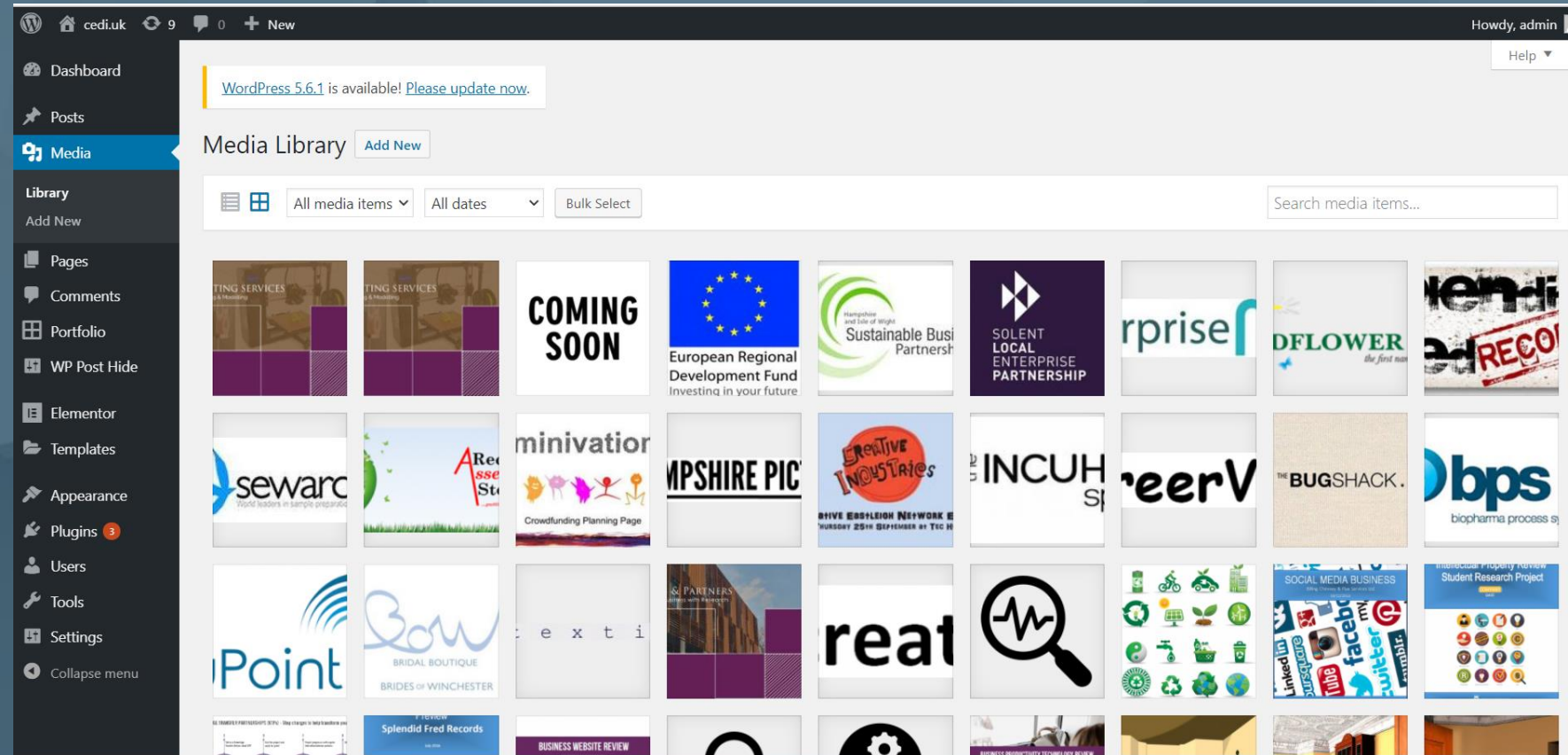
WEB LINKS

Included in the brief was also a link to the CEDI Winchester site. This was very helpful in find out more about the Design & Innovation and how I could explain all of the different departments in the marketing material. This would allow the user to understand each of the different departments and what they can offer.

CENTRE FOR ENTERPRISE, DESIGN AND INNOVATION

ABOUT US

The Centre of Enterprise, Design & Innovation (CEDI) is primarily a knowledge exchange centre, building collaborative networks with the highly innovative creative and digital industry sectors. The University's four academic development themes of Student Engagement, Technology, Design & Innovation and Employability provided the impetus for the creation of the centre, linking University and student activities with creative, innovative and design-led organisations.

What we do

CEDI supports the research, analysis, design and innovation processes that provide a distinct competitive advantage within innovative, creative and digital enterprises. The Centre supports start-up and scale-up activities, developing strong support networks that link the academic, student and creative digital communities.

Key CEDI Knowledge Exchange services

- Product/service design and prototyping

Brand Guidelines

UNIVERSITY OF
WINCHESTER
CENTRE FOR ENTERPRISE
DESIGN AND INNOVATION

The Brand

This is an individual project that has been asked to follow a pacific criteria from the brief. I am to provide a clear understanding for the Winchester CEDI Marketing Material to help support the 3D printing hub, networking events and training hub. This information will be used to teach people that are interested in this industry and that have experience of 3D printing as well as students.

For this individual project I have been asked to create posters, leaflets, business cards and other forms of advertising to help promote the CEDI Marketing Material. This will allow the public and students to know more about what's available regarding the 3D printing, networking and training hub.

Its important that the work that I produce has a clear understanding and that it can help people learn more about the types of equipment and resources that are on offer. As this project is about promoting and advertising its important that it's represented through the Winchester branding. This is to ensure that the same style is presented as its part of the university of Winchester facility.

The aim for this project is to educate and inform students about the CEDI Marketing Material as well as the website that they have and the two CEDI hubs that they are launching. A "How to" section will need to be included to help explain the CEDI department and the 3D printers.

Logos
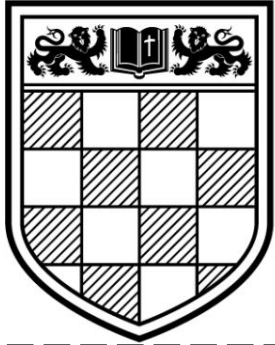
Banner Logo 1.1

Banner Logo 1.2

The main logo is the Banner Logo (1.1)
Use this logo colour format as much as possible
Each of these logo designs have a boarder around them. This is to make sure that no text or images or graphics can enter the box at any time and that the layout fits safely. This is the official logo from Winchester University which can't be changed or adjusted in any way.

Square Logo 1.1

Colour Scheme for logo

Primary Colours

030101

FFFFFF

RGB HEX Codes
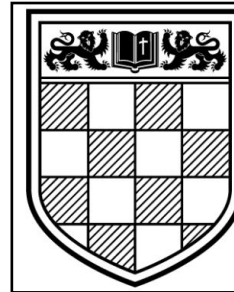
UNIVERSITY OF
WINCHESTER
CENTRE FOR ENTERPRISE
DESIGN AND INNOVATION

These are the main primary colours that I will be using for the CEDI Marketing Material Project logo. I have made sure to take inspiration from the University of Winchester branding style and have been instructed that this is the only logo that I am able to use for the brand guidelines.

Colour Scheme for marketing

These are the main colours that I will be using for the CEDI Marketing Material. These will be used to promote and advertise CEDI along with the University of Winchester. I have made sure to take inspiration from the University of Winchester branding style for the colours.

WINCHESTER PALETTE

WINCHESTER PURPLE	WINCHESTER RED	WINCHESTER GREEN	WINCHESTER YELLOW	WINCHESTER OAT
C63 M96 Y32 K20	C41 M86 Y51 K29	C74 M32 Y43 K16	C03 M25 Y95 K00	C30 M22 Y43 K0
R99 G32 B84	R247 G193 B17	R37 G116 B120	R247 G193 B17	R192 G188 B155
HTML 632054	HTML F7C111	HTML 257478	HTML F7C111	HTML C0BC9B
PANTONE 2622	PANTONE 208	PANTONE 5483	PANTONE 108	PANTONE 4545

Diagonal Unit

Diagonal Unit

These are an important aspect of the University of Winchester brand guidelines.

This is the diagonal unit that forms part of the square which will be used in the marketing material and is also used in the creation of the logo that's provided by the university of Winchester. It can be used in many colours but only from the brand guideline colours.
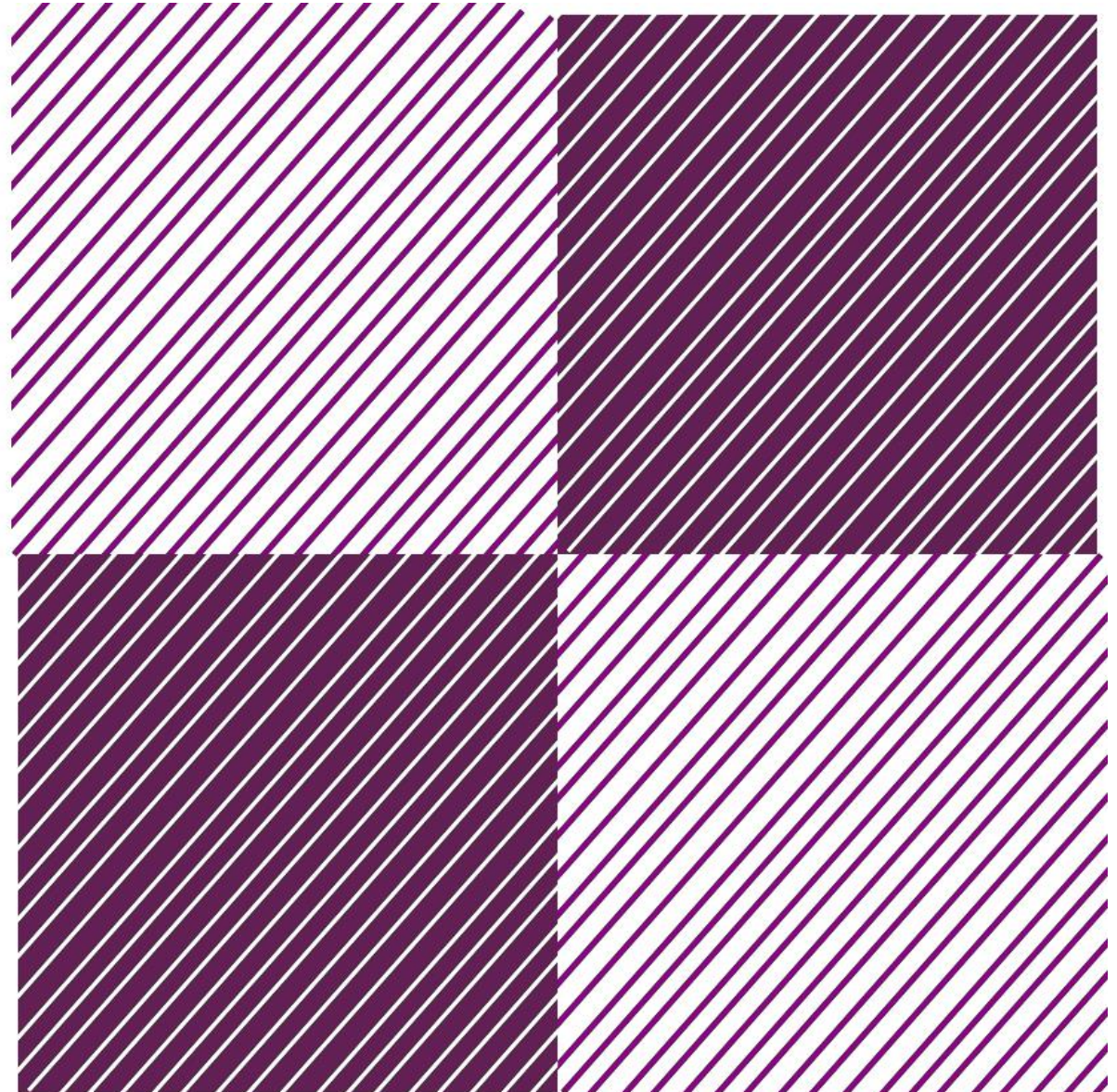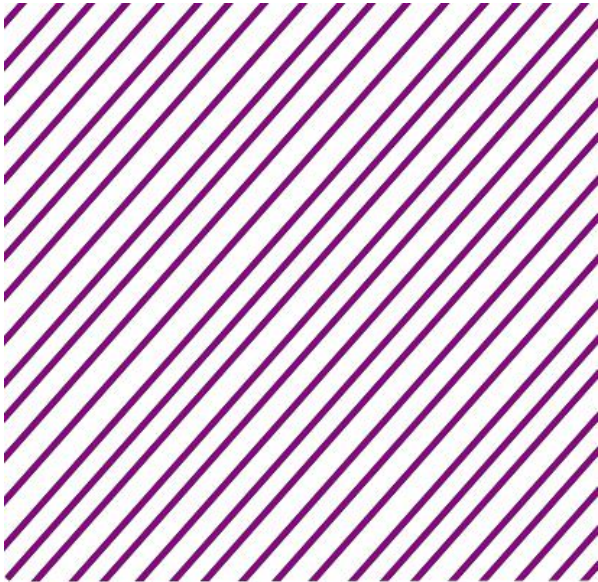
Personas

These personas are people that I am creating the CEDI Marketing Material for. Its my responsibility to provide the user with the information that they need to learn about the new 3D printing hub, the networking events and training hub. I need to convince the user to go to the CEDI website and explore the new equipment and venue.

Jacob

Jacob is an 18 year old student how is interested in going to Winchester university.

He has a big passion for 3D objects and is very interested to find out more about the new 3D printing Hub.

He is looking forward to looking around the new venue and finding out more.

Sarah

Sarah is an 35 year old teacher that is interested in working at Winchester university.

She is interested in learning more about 3D printing is willing to do more teacher training in with the university.

She is very much looking forward to see the new equipment and venue at the university.

Layout Design

Layout Design

This is the layout design template that is to be used for this project. Theses will form as the advertising marital for the leaflet, poster and business card.

The colour scheme and design is inspirited by the University of Winchester brand style and pattern.

Each of the advertising materials included the logo as well as white space which is where text and images will be placed. Each of them having their own unique colour which represents what they will be used for.
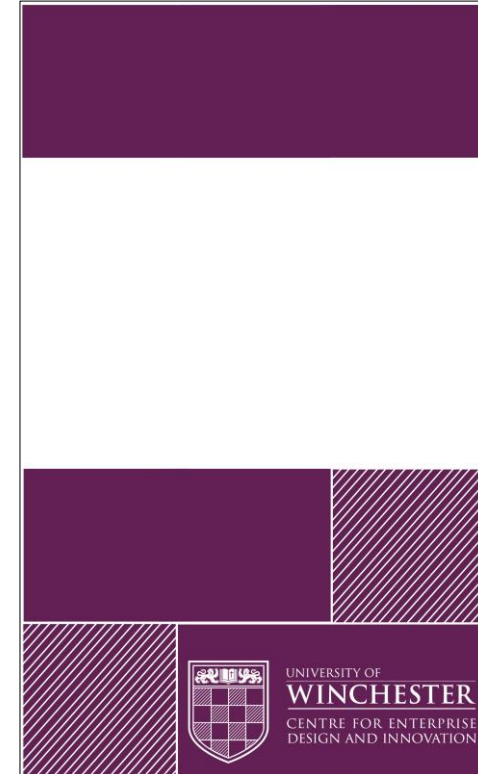
Typography

Typography

These are the different typography styles that are included in the University of Winchester brand guidelines which will be used in this project.

SECONDARY
FONT

RALEWAY

Raleway font is our sans serif alternative which we use to compliment La Gioconda. It's a crisp and clear font that gives our brand a modern touch.

Raleway Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (?!;@0123456789˚%#£&)

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (?!;@0123456789˚%#£&)

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (?!;@0123456789˚%#£&)

Raleway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (?!;@0123456789˚%#£&)

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (?!;@0123456789˚%#£&)

Raleway ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (?!;@0123456789˚%#£&)

The Brand
More Information

Its important that you follow these brand guidelines to ensure that everything is presented as a brand. The CEDI Marketing Material needs to have a clear identity and purpose. The client for this project wanted a wide range of advertising martials that they could use to promote their website and venue. This needed to follow a clear brand identity for the layout and how it links to the university of Winchester.

RESEARCH SKETCHES

For this project I first started of by doing some sketches and mind maps to ideas of how I was going to present the CEDI Marketing Material for this Project. I first stated by thinking of all the marketing material that I will need to focus on for this project. I then started to think about the layout of some of the marketing material.
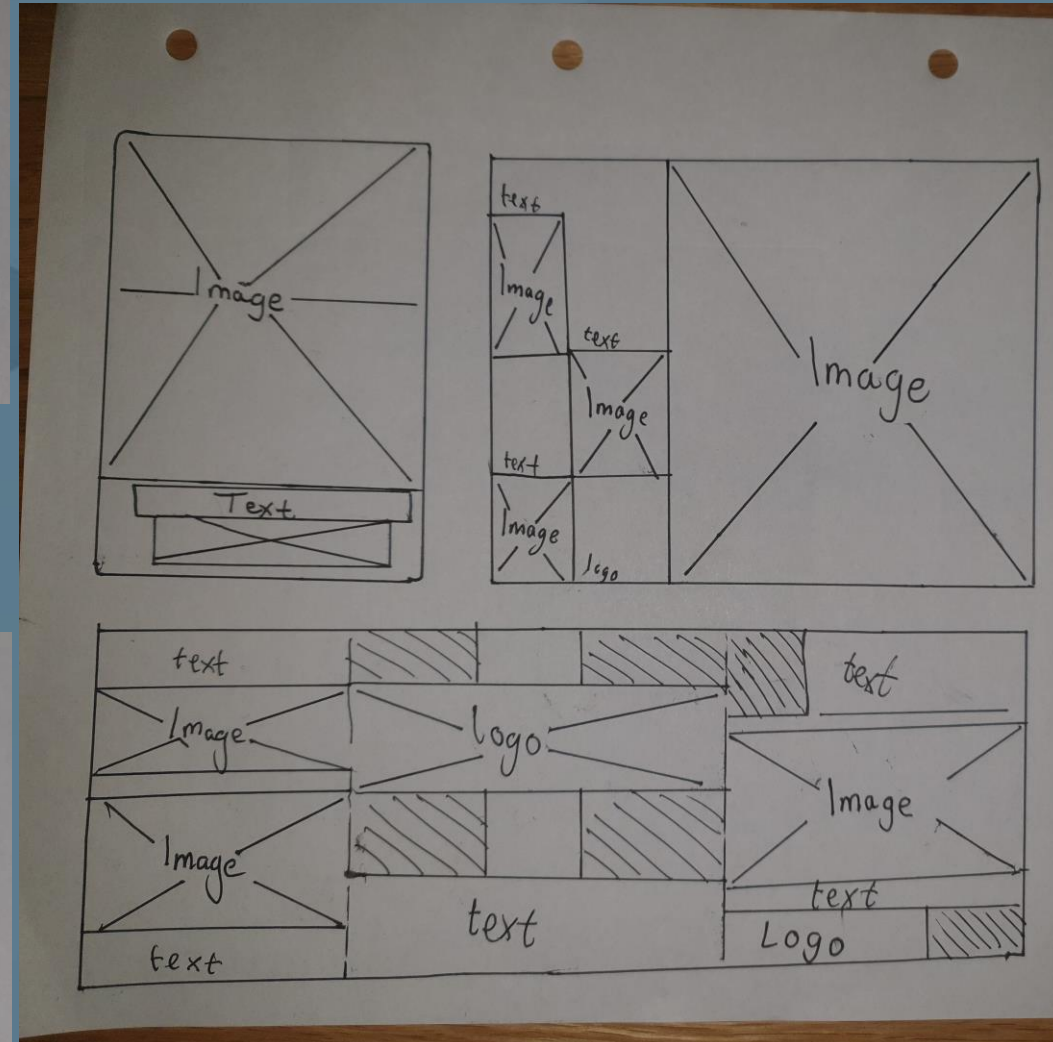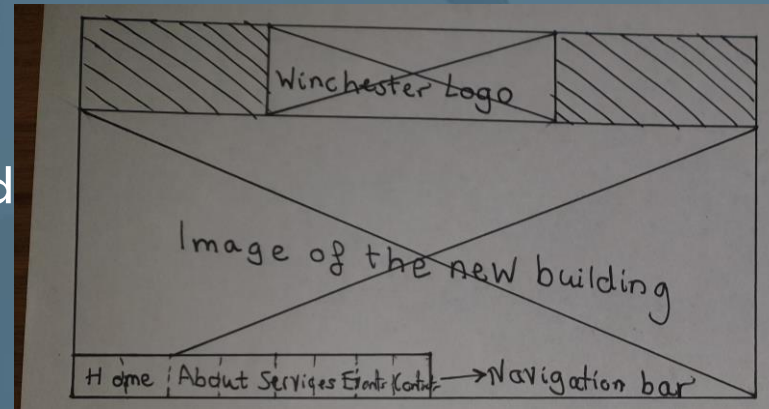
RESEARCH ISSUU

As part of this project I needed to research the look and feel that the University of Winchester uses for its promotional marital. I was able to find good examples of existing University of Winchester material on Issuu. This helped me identity the types of colours that are used as well as the layout of the documents.
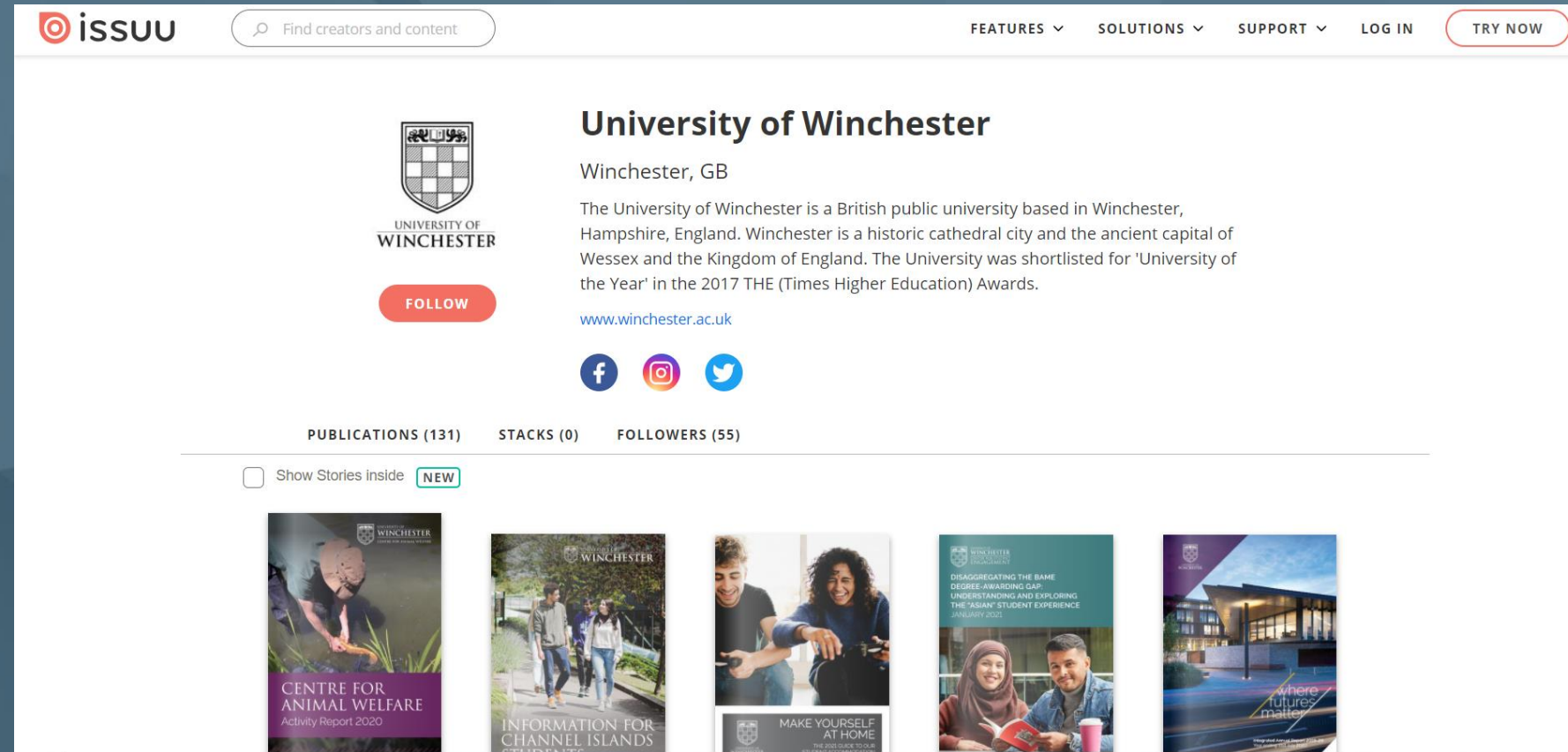
MOOD BOARD

I then researched the University of Winchester brand guidelines and created a mood board to get a better understanding of the types of colours, fonts and layouts they use. From this research I could then plan the marketing material for this project in more detail and the positioning of the images, fonts and colours for CEDI.
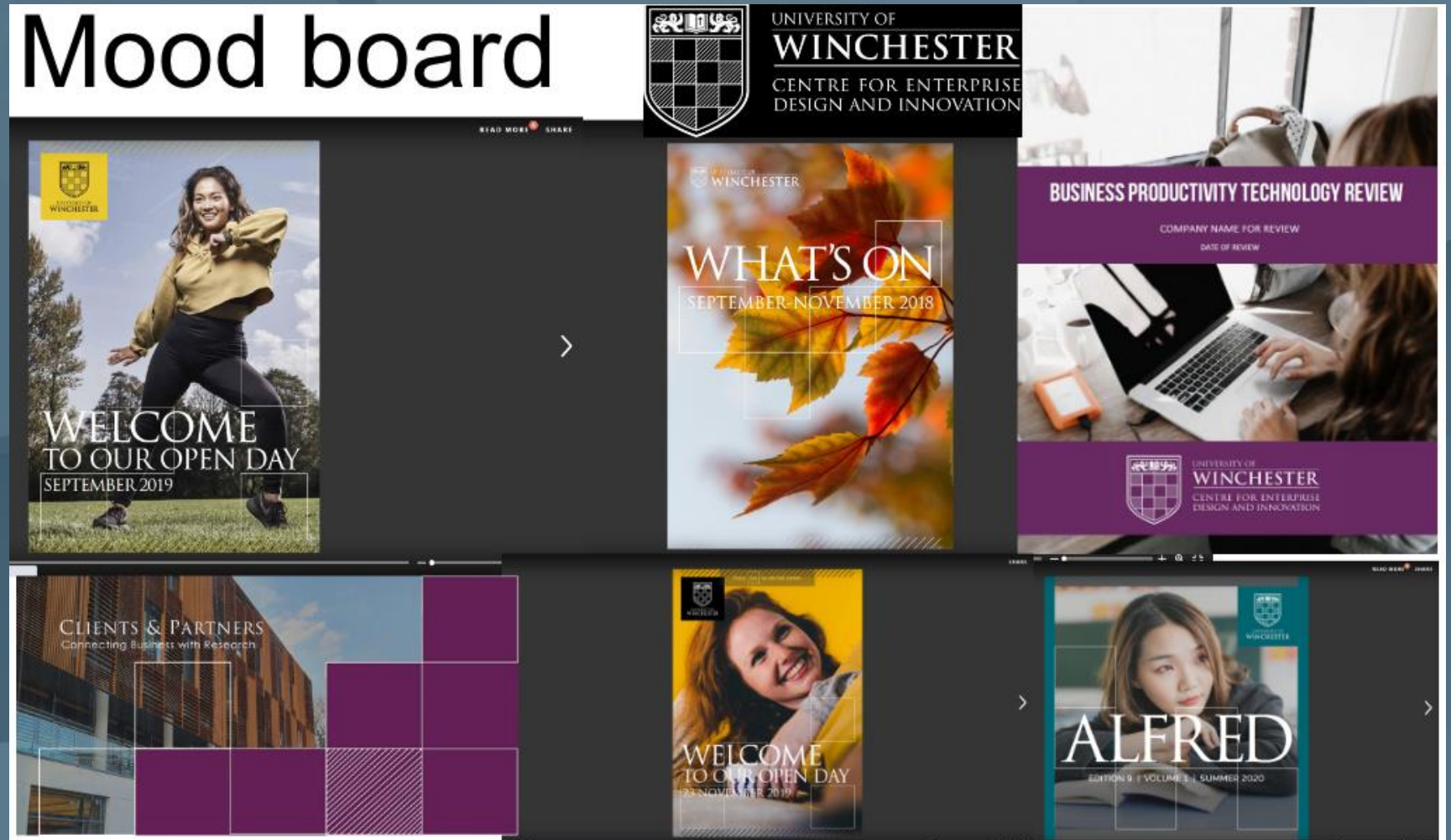
LOGOS

For this project the logo and colour scheme had already been created from the University of Winchester brand guidelines. Each of the logos had a different background image that I used from the Chester palette included in their brand guidelines. From the logos I decided that I would represent a different colour for each section that would be promoted.

LEAFLETS

One of the marketing material requirements for this project was to create leaflets for each of the three departments. I decided to go with a different colour theme for each to make it clear to the user what each department is and give it a clear identity. Each of the leaflets also includes a map of the University to help them navigate around.
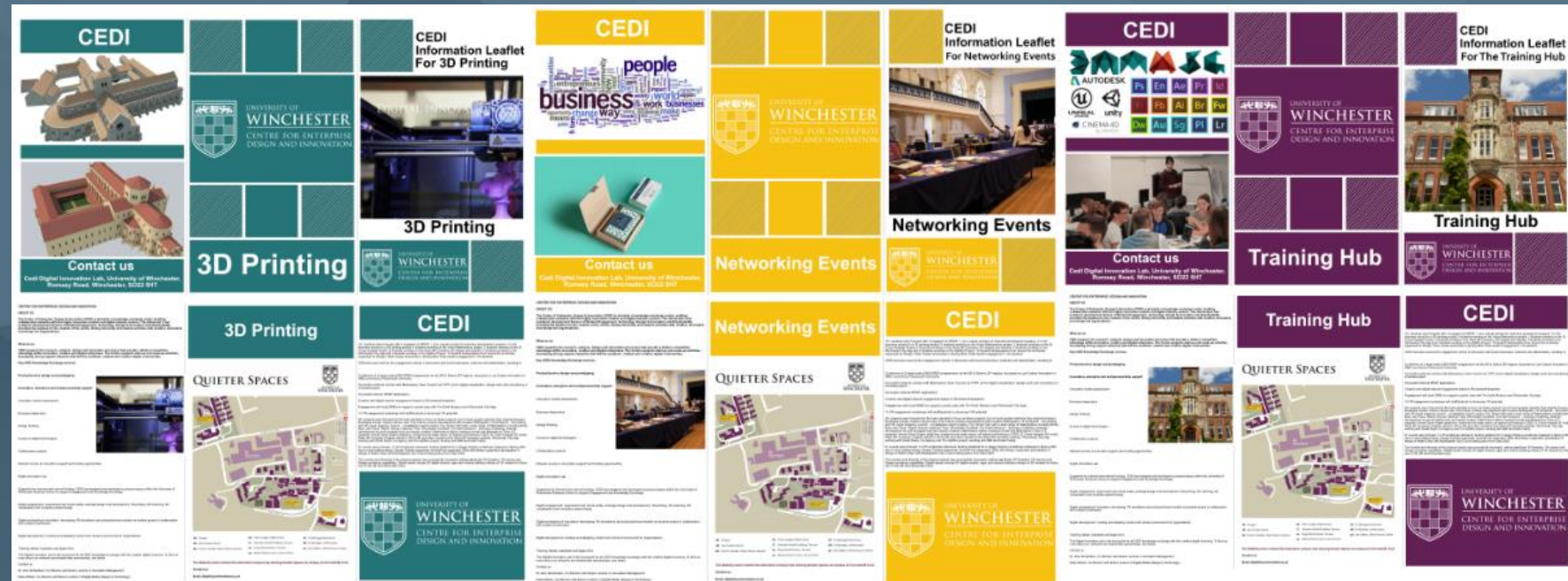
BUSINESS CARDS

For the cedi business card the design of the front page with the logo had already been decided by the University of Winchester so it was my job to come up with a suitable back to the business card that would display contact information and a qr code. Each of the different departments have their own colour scheme to follow as well as their own unique qr code.
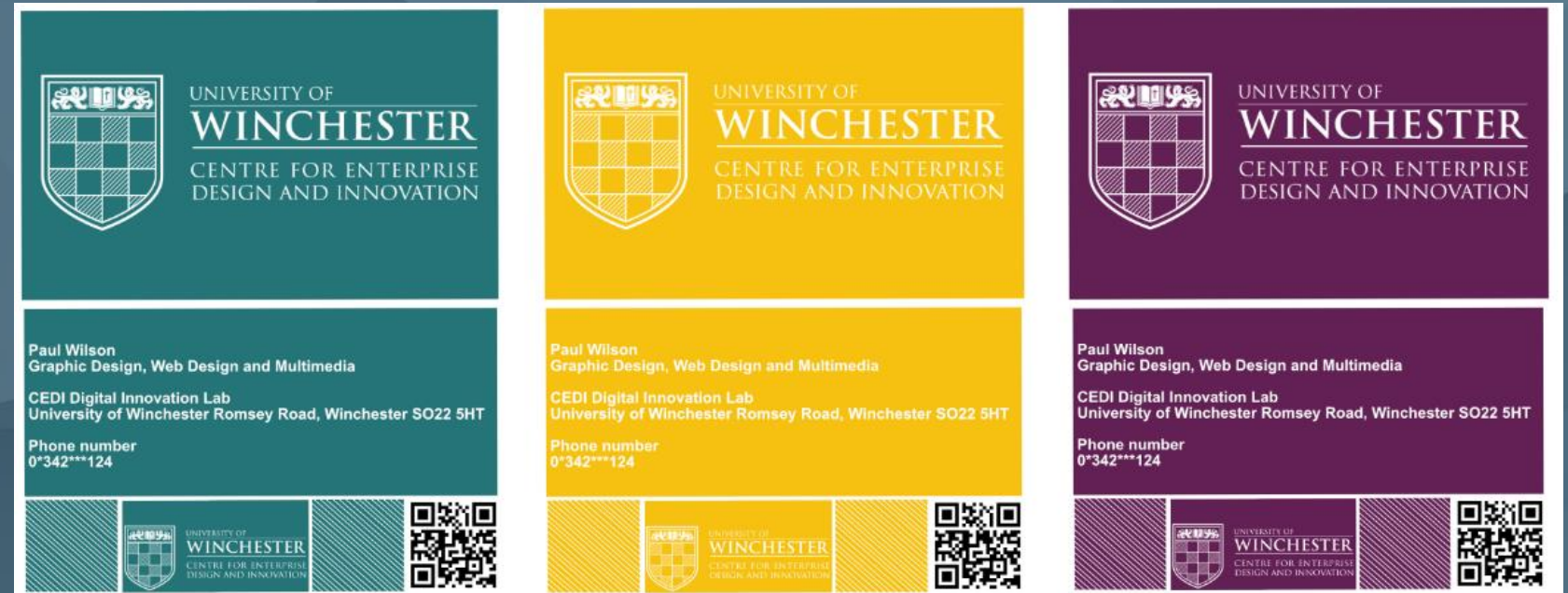
POSTERS

As for the design of the posters for the cedi project it was important to continue the theme of the three different colours into the cedi marketing material and make sure that it follows the brand guidelines set out by Winchester University. The posters need to have a clear unique image to represent its department as well as information about cedi and what it can offer. Bellow you can see the diagonal pattern that I have been using for the squares throughout the marketing material.

PRESS RELEASE AND INFOGRAPHIC

One of the requirements from the client brief was to create a press release document as well as a how to infographic. I also created a contacts page that would allow the user to easily contact someone if they wanted to find out more information. The press release document needed to look very simple and to the point. The logo is displayed at the top of the page and then the press release follows. As for the how to infographic it was important that the user could understand more about how a 3D printer works.

SOCIAL MEDIA POSTS

To help advertise the cedi departments social media content will need to be created. I needed to continue the theme of having a pacific colour scheme for each of the different departments. As for the first social media post an image of the logo would be presented. I also created what it would look like as an Instagram story with the different departments and include a swipe up feature allowing the user to find out more information about the different departments.
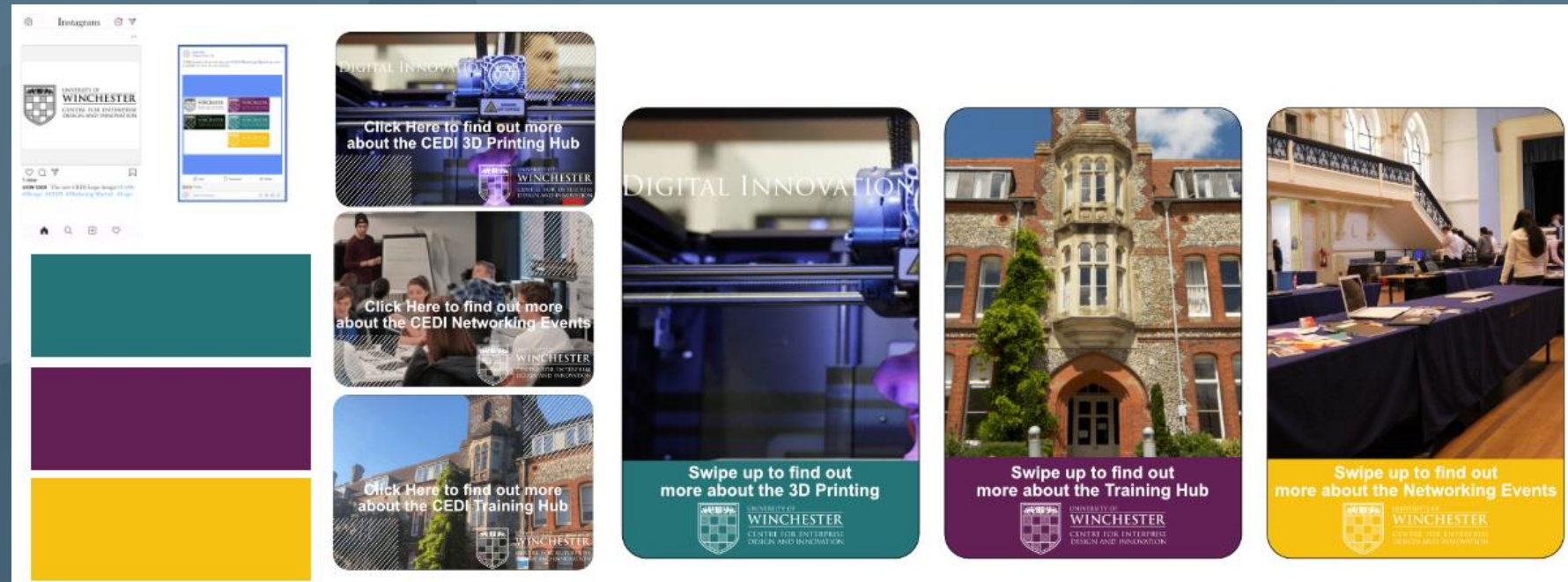
CEDI WEBSITE

A new look cedi website also needed to be created for this project. I continued on with the theme from the University of Winchester brand guidelines and focused on purple for the colour to be used. I wanted the design of the cedi website to be simple and effective allowing images to show and engage the user to find out more about the University. A tab at the bottom of the page allows the user to find out more information and the second image shows the different departments that they can explore.
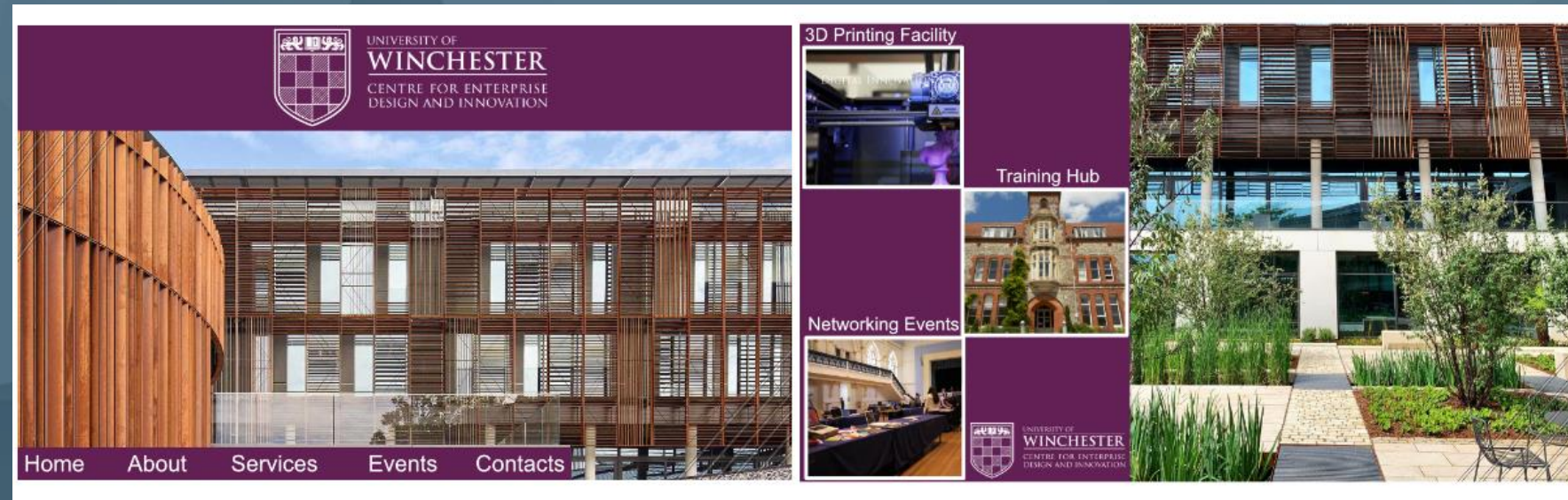
REFERENCE LIST

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[Accessed 4th October 2020]

The Drum Creative Works , (1980) University of Winchester: Go where you feel alive by bold creative

 https://www.thedrum.com/creative-works/project/bold-creative-university-winchester-go-where-you-feel-most-alive

[Accessed 5th October 2020]

University of Winchester, (1840) Centre for Enterprise, Design and Innovation

https://www.winchester.ac.uk/research/understanding-society-culture-and-the-arts/centre-for-enterprise-design-and-innovation/

[Accessed 7th October 2020]

WordPress, (2003) cedi.uk

http://cedi.uk/wp-admin

[Accessed 8th October 2020]