BRAND GUIDLINES

The Brand

This is an individual "paper project" that is made up in order to fulfill the negotiated design project NLT2 module assignment. This is a project that I wanted to take on in order to improve my Adobe Creative Skills for different software's as part of my NLT2. This information will be used to teach people that are interested in improving their golf skills and partially get a better understanding of the 9-hole Poult Wood golf course.

For this individual project I had to create my own brief to follow so that the brief and brand guidelines could be take on for anyone that want to develop this project. The objective of this project was to promote a sports learning app to inspire and teach new users. The project brief goes as follows.

You have been asked to create a sports-based app of your choice tin inspire and teach new users about your sport. This will need to be interactive and include features to the app that helps the user learn and develop their knowledge and skills. The target audience for this project is aimed at students, adults, beginners and key learners.

This is to be designed to suit the target audience, with a professional look and feel for the application and functionality of the app. The app needs to attract new users that want to learn more about the sport that you have chosen. For the sport I decided to choose Golf.

Negotiated Design Final Project Brief

(this is a made up brief)

CLIENT	
CLIENT TITLE	Negotiated Design Final Project
CONTACT NAME	Matthew Colyer
PROJECT LENGTH	A 12 week Project to be submitted in May

PROJECT BRIEF

You have been asked to create a sports based app of your choice to inspire and teach new users about your sport. This will need to be interactive and include features to the app that helps the user learn and develop their knowledge and skills. A brand guidelines document must also be included so that the idea can be take forward to a potential investor.

OBJECTIVE

To promote a sports learning app of your choice to inspire and teach new users.

TARGET AUDIENCE

students, adults, beginners and key learners

FUNCTIONALITY

To be designed to suit your audience, with a professional look and feel for the application and functionality of the app, and to tie in with your branding guidelines document.

PURPOSE

As explained above the sports app needs to have a good look and feel and attract new users that want to learn more about the sport that you have chosen. It needs to be all types as well students, adults, beginners and key learners. This is to form part of your negotiated design final project.

KEY TASKS

The project should include:

1. An brand identity (echoing the sport you have chosen) for the launch of the app
2. An app that helps the user learn more about the sport
3. A brand guidelines document
4. A professional logo and user interface

Logos

Banner Logo 1.1

The main logo is **Banner Logo 1.1** and is to be used as the main format for presenting the logo. This logo design will be presented throughout and compresses the design into a more suitable format.

The **Banner Logo 1.2** is the longest logo format which extends the logo and is to be used on websites and large application spaces.

Banner Logo 1.2

The **Square Logo 1.1** is the most compressed format which doesn't include any text in the design. This is to be used when using confined spaces and applications.

Each of these logo designs have a boarder around them. This is to make sure that no text, images or graphics can enter the box at any time. It must also fit the layout shown around the logos. A still coloured background can be used behind the logo but must no clash with or interfere with the words in the logo.

Square Logo 1.1

Colour Scheme for Logo

This is the colour scheme that has been used to create the logo. It only consist of black and white to help a simple but traditional brand identity. By only having two colours it allows the golf pattern design in the background to stand out more.

RGB HEX Codes

000000
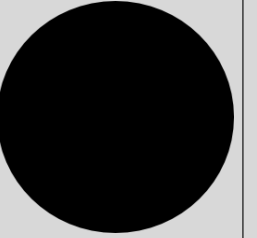
255255255
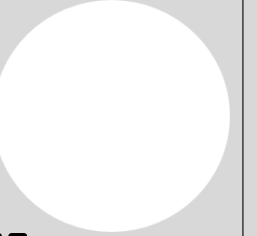
This colour scheme only applies to the logo and its important that no other colours are included in the logo or overlay the design of the logo. This is to ensure that the brand keeps its traditional theme. The details for the RGB HEX Codes are shown above.

Colour Scheme for application

Flow 1
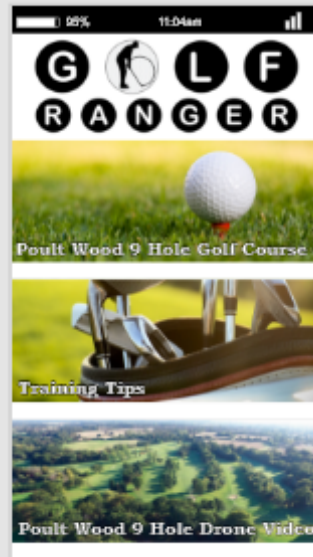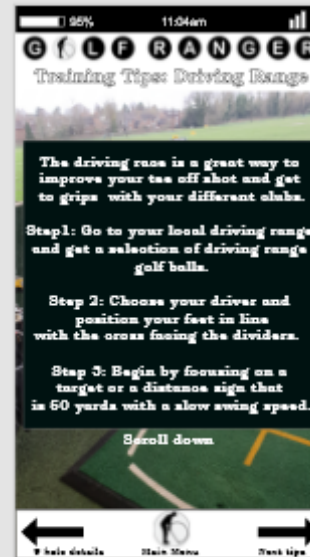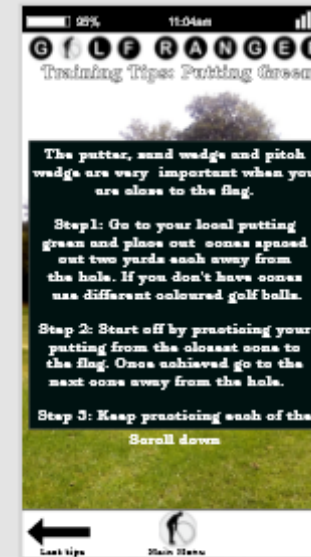
Page 1 Page 2 Page 3 Page 4 Page 5 Page 6
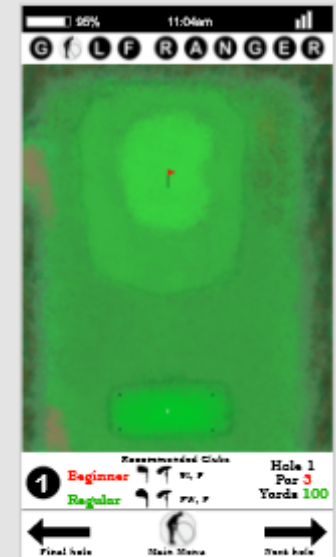
There is a total of 4 different colours for the application which are also featured in the creation of the golf courses. This is to keep it consistent and have a theme that runs right across the brand. The details for the colours are shown to the right with the RGB HEX Codes shown alongside.
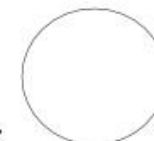
RGB HEX Codes

0, 18, 17

255, 180, 0

255, 255, 255

26, 180, 0

Colour Scheme for application

255, 255, 255

26, 180, 0
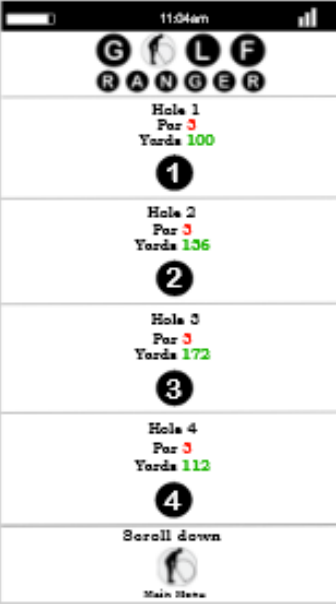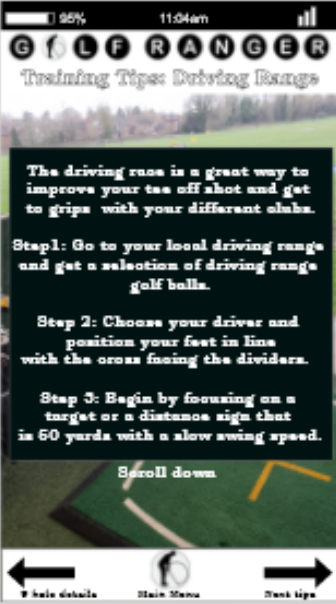
Page 1   Page 2   Page 3   Page 4   Page 5   Page 6
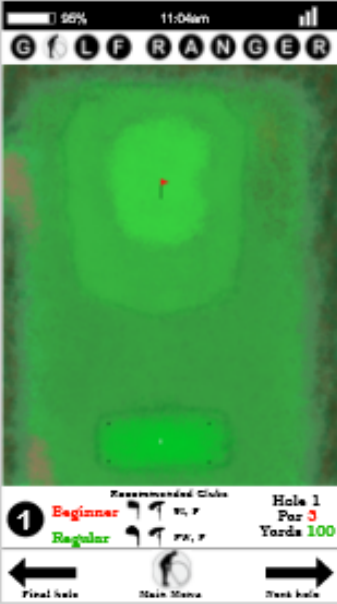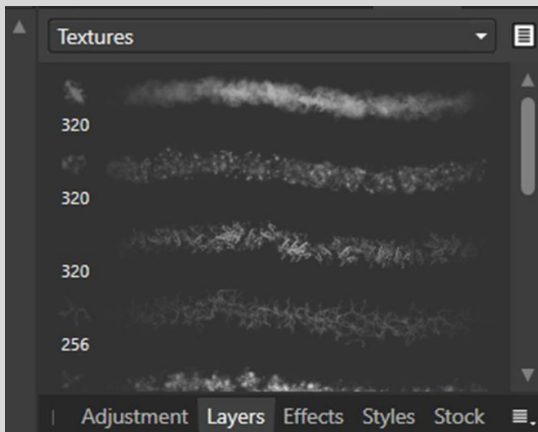
RGB HEX Codes

0, 18, 17

255, 180, 0

Colour Scheme for golf courses

This colour scheme only applies to the logo designs of each of the golf courses. The colour scheme consists of a total of 15 colours to ensure that there's a wide range of layer blending and contrasting colours. No text or images can overlap the design of each of the golf courses. These golf courses are included in the application.
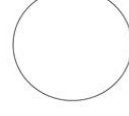
There is a total of 9 golf courses each with there own characteristics and design. However, they have only used the colours shown in the colour pallet. The details for the RGB HEX Codes are shown to the left. The colour scheme includes a lot of different types of greens to represent the different surfaces on a golf course and are include for applying layers.

RGB HEX Codes

These are the brush effect textures that have been used to create each of the 9-hole golf courses.

Textures

320

320

320

256

Adjustment **Layers** Effects Styles Stock

26, 98, 97

26, 98, 113

253, 235, 26

239, 220, 46

193, 193, 193

255, 180, 0

0, 18, 17

255, 255, 255

110, 85, 0

102, 66, 0

26, 180, 0

26, 198, 0

0, 114, 0

26, 159, 39

26, 98, 0

Golf course example

RGB HEX Codes

26, 98, 97

26, 98, 113

26, 180, 0

26, 198, 0

0, 114, 0

26, 159, 39

26, 98, 0

110, 85, 0

255, 180, 0

0, 18, 17

253, 235, 26

239, 220, 46

102, 66, 0

193, 193, 193

0, 18, 17

255, 255, 255

Application layout

Application Wire frame

Login Page	Home Screen	Course Numbers	1.	2.	3.	4.	5.	6.
Training Tips	Training Tips	7.	8.	9.				
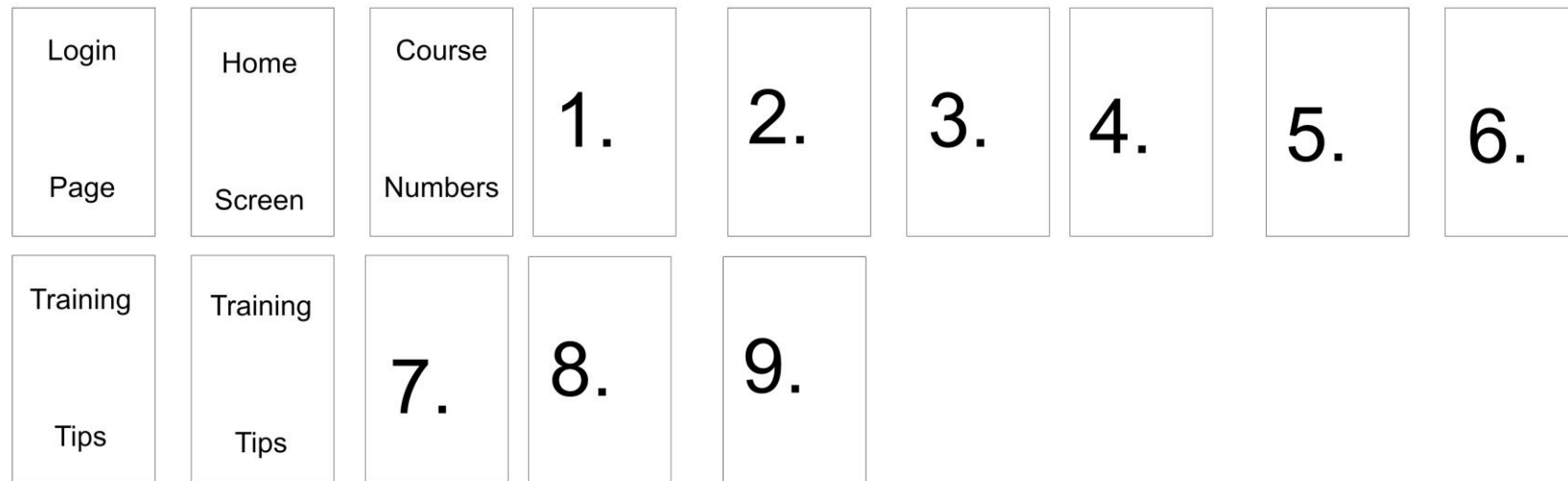
The layout of the application must have a login page followed the main menu of the application. The main menu page allows the user to access different information that is broken down into interactive images. A separate page is provided to the user allowing them to choose which golf course hole number they would like to select. Another page provides training tips.

Flow 1

Typography

Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
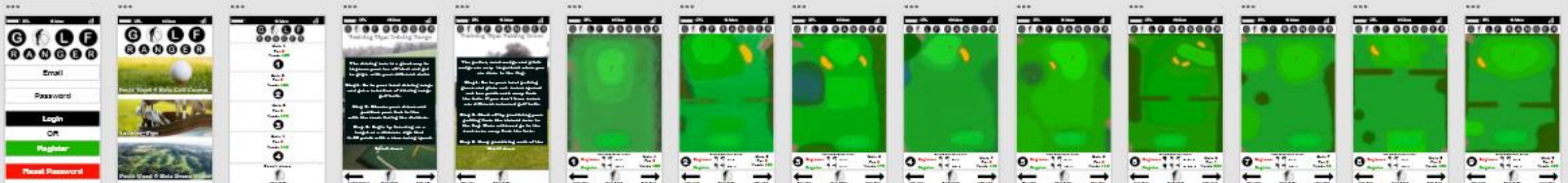
These at the fonts that are used in this project. Each font has its own purpose for being used. So other fonts should be used apart from the ones shown.

Arial Rounded MT Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The Arial font is used to display the text in the app which is part of the phone navigation display positioned at the top of the phone.

The Arial Rounded MT Bold font is used to display text in the brand guidelines document as well as the font used for the logo in Golf Ranger.

Bookman Old Style

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The Bookman Old Style font is used to display all the text and information in the app. This doesn't include the logo in the app.

Trebuchet MS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The Trebuchet MS font is used to display the text used in the brief format with all the descriptions of the brief.

Personas

These personas are people that I am creating the Golf Ranger project for. Its my responsibility to provide the user with the information that they need to learn more about the 9-hole Poult Wood Golf course as well as improve their golfing skills. I need to convince the user to use the app and explore the 9-hole course at Poult Wood.
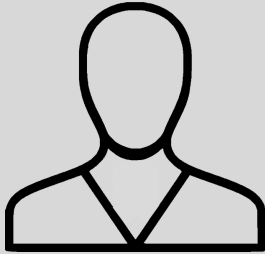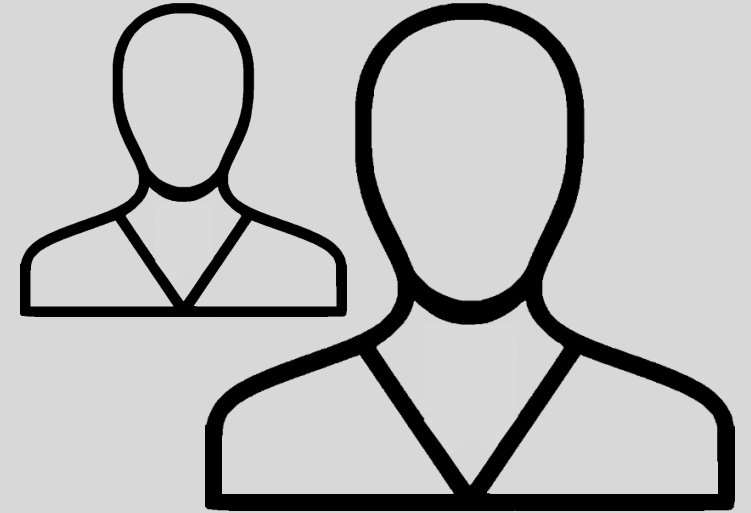
Sam

Sam is an 41 year old golfing coach.

He has been looking for an app to help teach the young golfers about the 9-hole Poult Wood Golf course.

He is using the app to visually explain the layout of the course and how the beginners should approach each hole.

Emma

Emma is an 19 year old who has just stated to learn golf.

She has a big passion for golf and wants to improve her knowledge of golf and her skills.

She is using the app to gain knowledge about the course and to also improve her golfing skills.

The Brand
More Information

Its important that you follow these brand guidelines to ensure that everything is presented as a brand. The Golf Ranger brand needs to have a clear identity and purpose. The client for this project was myself and I was responsible for everything that has been included in this document. The purpose of this brand is to make learning golfer easier and more accessible via your smartphone. This needed to follow a clear brand identity for the layout and how it links to ensure that the Golf Ranger brand can be developed.