

IVAN
DMITRIVICH
POPOV



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INTRODUCTION

COM 414 ADV DIGITAL GRAPHIC DESIGN

VAN D. POPOV

11/18/20

PROJECT TITLE: PROJECT #2 - WHAT'S YOUR BUSINESS?

BUSINESS NAME: DAWN RIZER INC.

Goal: DawnRizer Inc., is the name of the business in the pharmaceutical industry of my Advertising Management class, for which I feel (although not required) a full brand identity and integrated marketing campaign would be beneficial. For this purpose I will be developing a logo, collateral designs, and media buying campaign presentation with the specifications outlined in this assignment to add to my portfolio to showcase a full company brand, campaign, and product launch.

Strategy: Using verbiage available from the MKT321 project, I will be developing a brand identity, advertisements, vehicle wrap, stationary, retail signage and billboard media to showcase the company re-branding campaign.

Audiences: The DawnRizer brand is the oldest company in the business of magic amplification, with over 15 centuries of business history. The audience will be developed images of magicians and royal wizards above graduate school age from the Arcane Academy.

Objective: The designs that are going to be included for this project are:

- Logo
- Business card
- Letter head
- Envelope
- Writing Pads
- Direct Mailer Postcard
- Newspaper Ad
- Shopping bag
- Truck Wrap
- Delivery Package
- Retail Store Exterior/Interior
- Billboard

Budget: The overall budget for the TXL launch and marketing campaign is estimated at 10 million crowns (dollars). Likewise, the re-branding of DawnRizer Inc., will be estimated at 10 million crowns.

Time Estimate:

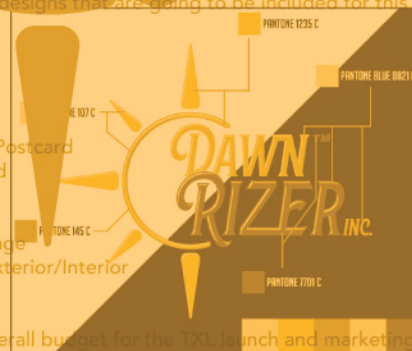
- 1 week for initial concept sketch
- 1 week to create the final concept
- 1 week to apply effects and maximize illustration placement strategy.

Deadline: December 9th 2020



BRAND IDENTITY

COLOR STANDARDS



WHITE AND 269 C BACKGROUND COLOR DESIGNATION



COMPLETE PALETTE

TYPOGRAPHY STANDARDS



IVAN D. POPOV

11/18/20

PROJECT TITLE: PROJECT #2 – WHAT’S YOUR BUSINESS?

BUSINESS NAME: DAWNRIZER INC.

Goal: DawnRizer Inc., is the name of the business in the pharmaceutical industry of my Advertising Management class, for which I feel (although not required) a full brand identity and integrated marketing campaign would be beneficial. For this purpose I will be developing a logo, collateral designs, and media buying campaign presentation with the specifications outlined in this assignment to add to my portfolio to showcase a full company brand, campaign, and product launch.

Strategy: Using verbiage available from the MKT321 project, I will be developing a brand identity, advertisements, vehicle wrap, stationary, retail signage and billboard media to showcase the company re-branding campaign.

Audience: The DawnRizer brand is the oldest company in the business of magic amplification, with well over 15 centuries of business history. The audience will be developed mages, warlocks, and royal wizards above graduate school age from the Arcane Academy.

Objective: The designs that are going to be included for this project are:

- Logo
- Business card
- Letter head
- Envelope
- Writing Pads
- Direct Mailer Postcard
- Newspaper Ad
- Shopping bag
- Truck Wrap
- Delivery Package
- Retail Store Exterior/Interior
- Billboard

Budget: The overall budget for the TXL launch and marketing campaign is estimated at 54 million crowns (dollars). Likewise, the re-branding of DawnRizer Inc., will be estimated at 108 million crowns.

Time Estimate:

1 week for initial concept sketches

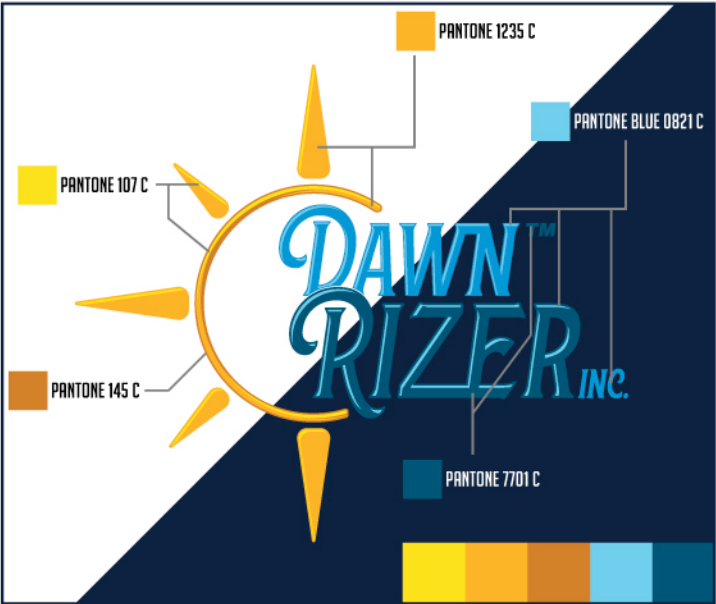
1 week to create the final concept

1 week to apply effects and maximize illustration placement strategy.

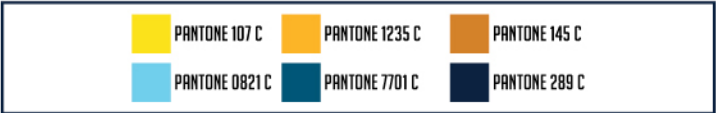
Deadline: December 9th 2020



COLOR STANDARDS



WHITE AND 289 C BACKGROUND COLOR DESIGNATION



COMPLETE PALETTE



SHOP BLACK BACKGROUND COLOR DESIGNATION



1235 C BACKGROUND COLOR DESIGNATION

TYPOGRAPHY STANDARDS

THE WANTERS BIG NOODLE TITLING

TITLE, HEADING COPY : 42 PT, -10 TRACKING (150% SIZE OF BODY)

BODY COPY: 28 PT, 30 LEADING -20 TRACKING (65% SIZE OF HEADING)

PLACEMENT STANDARDS



MINIMUM DISTANCE FROM OTHER ELEMENTS

USAGE STANDARDS



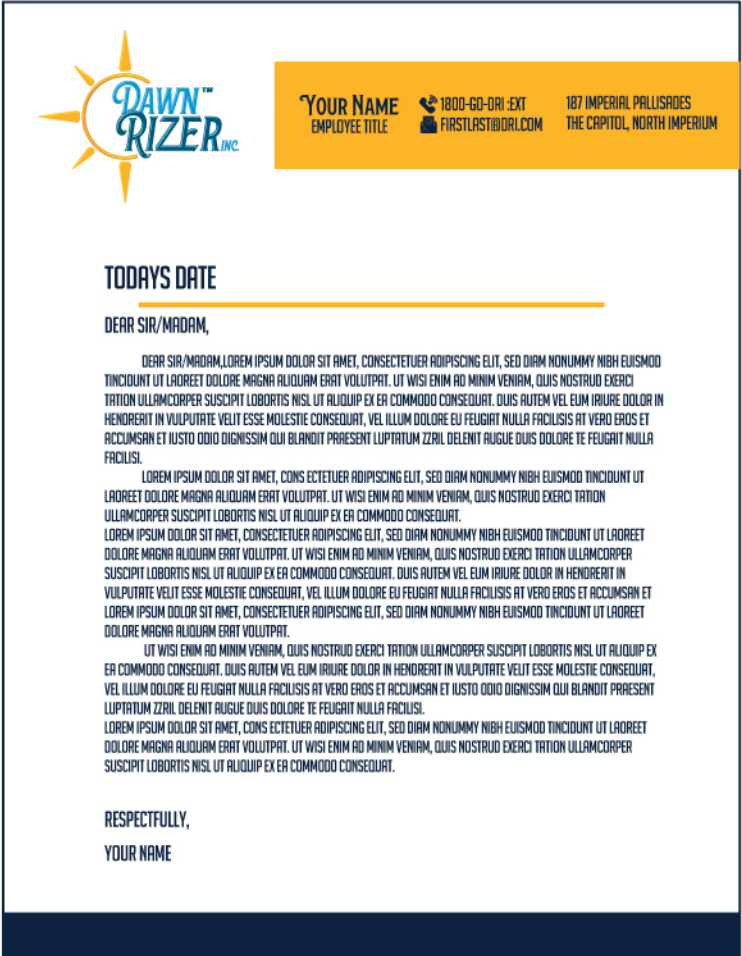
CORRECT COLOR USE AND PLACEMENT

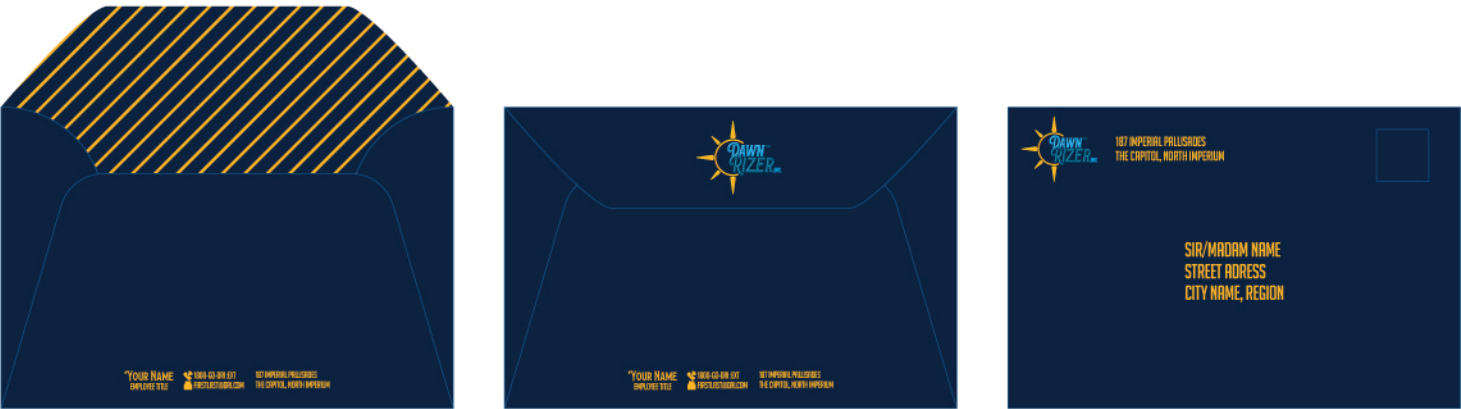


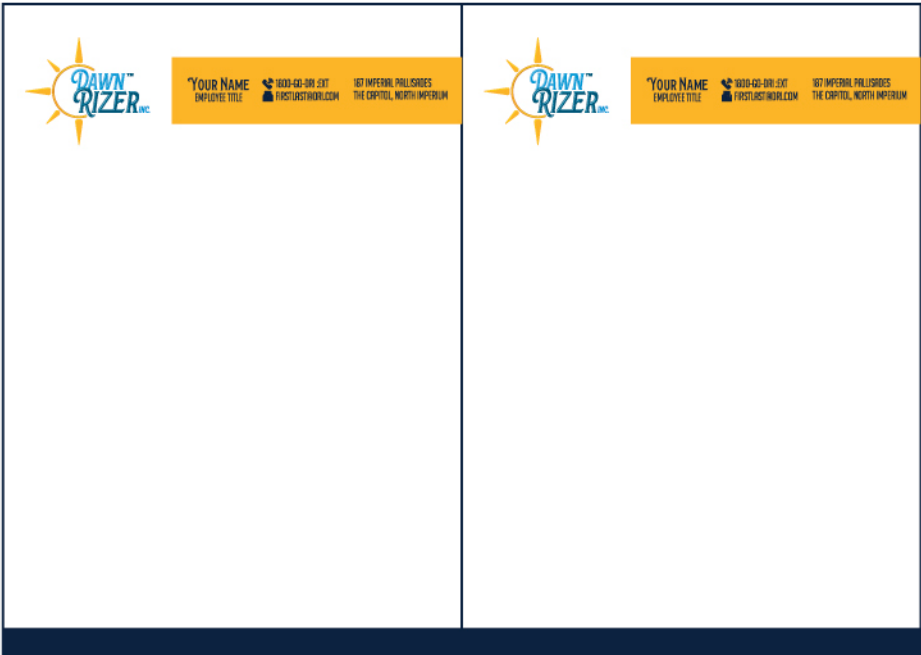
IDENTITY STANDARDS





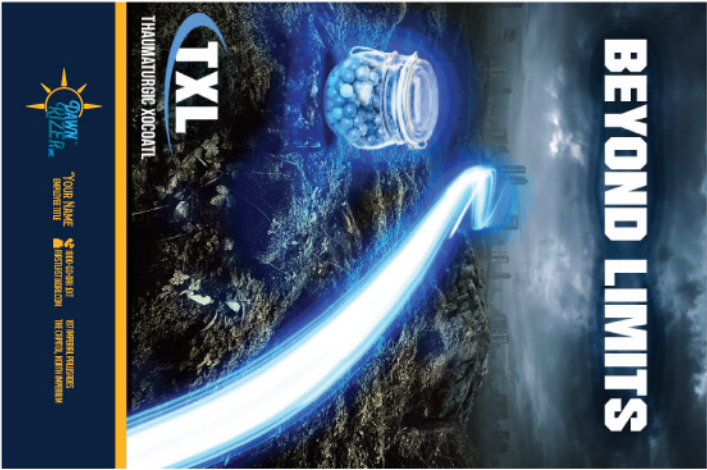








SIR/MADAM NAME
STREET ADDRESS
CITY NAME, REGION



YOUR NAME
EMPLOYEE TITLE
187 IMPERIAL PALLISADES
THE CAPITOL, NORTH IMPERIUM

BEYOND LIMITS



187 IMPERIAL PALLISADES
THE CAPITOL, NORTH IMPERIUM

SIR/MADAM NAME
STREET ADDRESS
CITY NAME, REGION



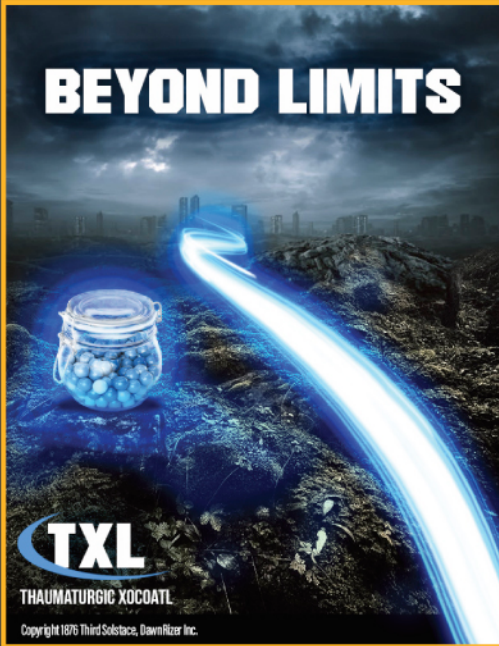
YOUR NAME
EMPLOYEE TITLE

187 IMPERIAL PALLISADES
THE CAPITOL, NORTH IMPERIUM



IS PROUD TO PRESENT

BEYOND LIMITS





THAUMATURGIC XOCOATL

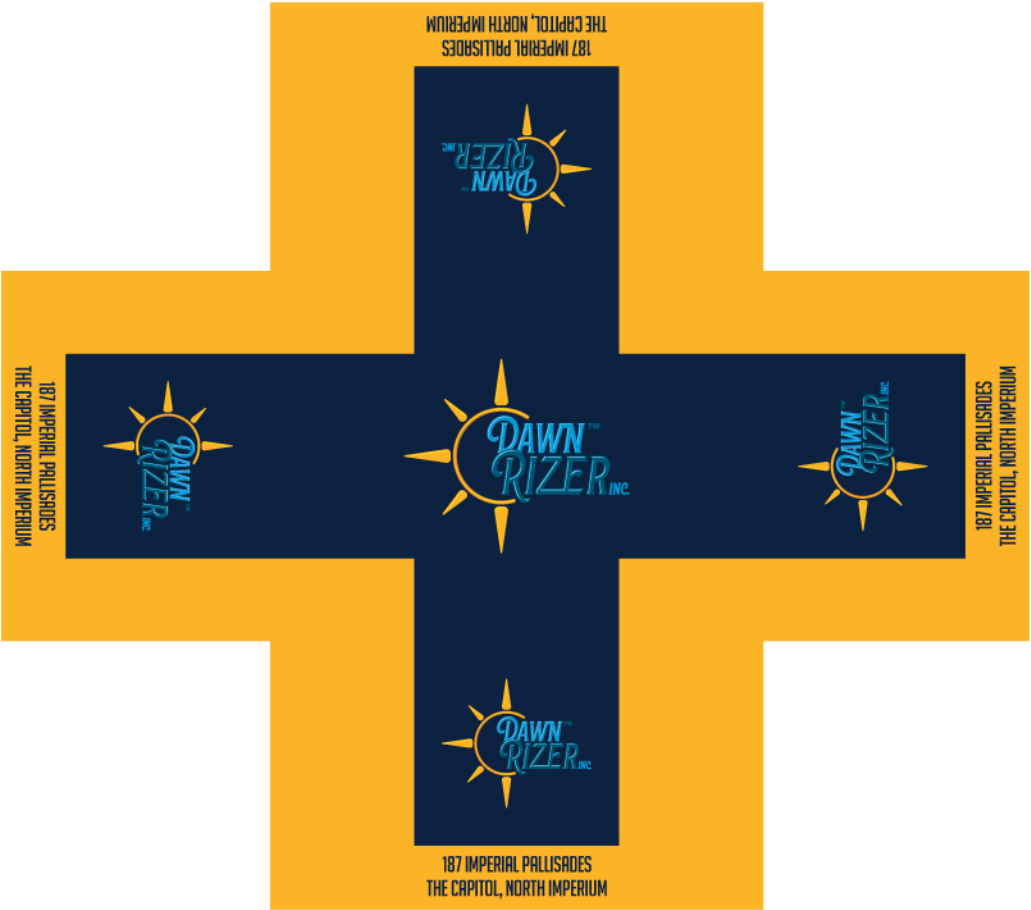
Copyright 1976 Third Substance, Dawn Rizer Inc.



The advertisement is shown as a printout on a newspaper page. The newspaper text is partially visible around the ad, including headlines like "A founder, 13, and his 'C.E.O.' mom", "Minnesota's mascot turns heads", "Science behind 'they all look alike'", "Defending her record as boss", and "Singapore Prix". The ad itself is a smaller version of the one shown in the first block, with the same layout and content.











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DAWNTM
RIZER^{INC.}

COM 414 FINAL PROJECT