

DESIGN TEAM, SPRING 2017
DESIGN BRIEF / PROJECT START DOCUMENT

Start: April 20, 2017

End: May 22, 2017

- Make team presentation to class and client.
- Show final style guide and all final collateral items on screen
- Show physical comped examples
- Upload InDesign and Layered Photoshop Files to File Sharing site for client to retrieve

FINAL PROJECT:

NEW YORK CITY MUNICIPAL ARCHIVES REBRANDING AND VISITOR COLLATERAL (BROCHURES)

CONTACT:

Pauline Toole, Commissioner of Records

Office Phone: 212-788-8607

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(She will provide another contact TBD)

Redesign two brochures for the Department of Records/NYC Municipal Archives.
Create consistent branding to be used across both brochures.

Our goal is to provide a fresh new look for the materials given to visitors, to make it easier to learn about and retain the information about the resources at the NYC Department of Records, and to provide a permanent keepsake that users and display and promote our resources to others.

Our target audience members are visitors – mostly researchers, school groups, people interested in the history of NYC, and some tourists.

We need a STYLE GUIDE with logo, palette, fonts, design guide, applied to both brochures.

Pull all images from the NYC Municipal Archive photo gallery online:

www.nyc.gov/nycma

More info about the photo archive:

http://www.nyc.gov/html/records/downloads/pdf/press_release_april_4_2014.pdf

ITEM 1:

Brochure/Poster for Department of Records and Information Services

11x17

Tri-Fold, 12-panel
Side one is 6-panel brochure
Side two is 11x17 poster

ITEM 2:
Brochure for the Hall of Records
TRIM: 8.5 x 11, tri-fold
Tri-Fold, 6-panel

FINAL COPY TO COME: see current brochures for placeholder copy