



## PROCESSED IDENTITY

### ABOUT PROCESSED IDENTITY

Processed Identity explores the creative processes designers' use when defining and refining visual brands. The site is both a source of inspiration for designers and a platform for highlighting the benefits only a customized and structured process can achieve.

Processed Identity is built on community-driven content and we would like you to contribute within the vision of the site:

*We strive to:*

- Be a positive voice
- Highlight the benefits a customized and structured process can achieve
- Share insight and experiences
- Encourage discussion

*We are not simply:*

- A logo gallery
- A step by step guide to creating logos

### SUBMITTING PROCESS STUDIES

The anchor of the site is an ongoing study of the creative processes used by designers when developing visual brand identities. These Process Studies can be told by highlighting a portion of the process (ie. sketching, mind mapping, client interaction etc.) or by telling the story of a project from beginning to end.

In addition to the Process Studies, there are discussion topics on the site related to the creative process. The source for these discussions are questions submitted by the participating designers. You are asked to submit a question for the next designer, and will be asked to answer the question provided by the previous designer. Each question then becomes a discussion topic on the site for visitors to contribute to. (ie. Typically, what percentage of the total project timeline do you spend on research/discovery?)

If you have questions please contact us. We will be happy to help however we can.

## **REQUIREMENTS:**

- a. Must be an identity project
- b. Must have been created for a specific project with a specific set of goals
- c. All material must be the property of the designer submitting the process, or the owner must have been granted permission for its use.

## **YOU ARE ASKED TO PROVIDE:**

- a. Final edited text in Word format indicating where any images are to appear
- b. All images in .jpg or .gif format at 72 dpi. Please name files using alphanumeric values (a-z, A-Z, 1-0). For spaces use underscore (\_). All images should be 495px wide with the exception of your ad that appears on the site. The ad should be 300px x 120px.
- c. Your answer to the Process Question submitted by previous designer. (This will be provided to you once the publishing date of your submission is determined.)
- d. Your Process Question for the next discussion topic. The question you provide will be Tweeted and posted on community sites so try to be concise.
- e. A short bio/overview to appear at the beginning of your Process Study
- f. Project information such as client name, project name, credits (art director, designer, etc.), and any other details you feel are relevant
- g. Contact information to appear at the bottom of your study (ie. web, email, phone, twitter)
- h. A 495px wide x 70px high graphic that appears on the home page with your Process Study in both a gray and color version, both saved as RGB (to be used as a rollover graphic). See the site for examples of this.

We will provide:

- a. Cropping and formatting of images (if you chose not to)
- b. The Process Question submitted by previous designer
- d. Any further help you require

**ADVERTISING:**

- a. You may provide a 300px wide x 120px high ad to be used on the Processed Identity site for the duration that your study is on the home page. The ad will link back to your home page unless you let us know otherwise.

**TIMEFRAME:**

Please try to have the files to us one week before your Process Study is scheduled to appear on the site.

**DISCRETION:**

All submission are moderated to ensure they meet the goals of Processed Identity. This means that some unsolicited submissions we receive may not be used. If you have questions regarding this, please contact us — we are happy to help.