CREATIVE BRIEF

BACKGROUND
David Booth is an incredibly proud member of the Chicago Booth community and attributes much of his success to the school’s faculty, culture, and approach to business education. His gift and the naming of the school are special acknowledgements of this relationship. Mr. Booth would like to have a Chicago Booth tie made that he could wear and that could be made available to the entire Booth community.

STRATEGY
Increase visibility for/awareness of Chicago Booth through wearables that promote the name and can be worn in the workplace or other business settings.

TACTIC
Chicago Booth branded tie.

COMMUNICATIONS BRIEF
The tie design will be judged on:
- Originality
- Business setting suitability
- Ease of manufacturing (see manufacturing guidelines/constraints)
- Compatibility with Chicago Booth brand guidelines (see guidelines on next page)

Manufacturing Guidelines
- Must use given tie template for designs (on page 4)
- The largest area of the tie is 3 ½ inches
- Higher end tie designs are typically made up of base design which goes up and down the tie and repeat design elements which go across the tie from left to right
- Typical pattern spacing for repeats is ¾ inches spaced 1 ½ inches apart. Consistent spacing also eases manufacturing

TIMELINE
4/15 – deadline for submissions to the Booth Community Facebook Page
5/10-11 – David Booth to reveal the winner

AWARDS
$300 reward to the winner, $100 for Fan Favorite, and $100 for most original

JUDGES
Mr. David Booth, Dean Kumar, Dean Kole, Len Johnson, and TBD Alum
BASIC ELEMENTS

There are five elements that form the basis for the Chicago Booth visual identity program: our name, the wordmark (the stylized presentation of "Chicago Booth" and the shield), signatures (the combination of the wordmark with the school name and/or the names of various entities within the school), typography (our primary and alternative typefaces), and color (a limited palette of primary and complimentary hues).

The name

The University of Chicago Booth School of Business

The wordmark

CHICAGO BOOTH

The University of Chicago Booth School of Business

CHICAGO BOOTH

David S. Palmer
The University of Chicago Booth School of Business

CHICAGO BOOTH

 Weekend MBA Program

Kilts Center
for Marketing

ABCDFGHJKLMNPQRTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Typographic Styles

- 2012
- 411
- 434
- 5837
- 5835
- 653

BASIC ELEMENTS | THE WORDMARK

The Chicago Booth wordmark is the official visual identifier for the University of Chicago Booth School of Business and all entities within the school. The wordmark should be displayed prominently on all print and electronic communications and signage. It is to be used as often as possible in full color (gray and maroon) or in two tones of a single color, always with emphasis on the word "Booth". When full color is not available, black with gray or black with a screen of black is recommended. If necessary, the wordmark may be reproduced in other colors (see page 16).

The wordmark may also be transparentized or "ghosted" (see example at the bottom of this page and on pages 20 and 22). In these cases, the word "Booth" should always appear to be approximately 20% stronger than the word "Chicago" and the shield. All elements of the wordmark, including the shield, have been custom drawn and cannot be reproduced with standard type fonts. The wordmark should never be repositioned or modified in any way. All reproductions of the wordmark should be made from approved electronic files available at staff.ChicagoBooth.edu/marketing.

Full color — 434 Dark Gray with 5835 Maroon

Dec color — 434 50% screen of black with 2012 Black

Acceptable alike white

CHICAGO BOOTH
The University of Chicago Booth School of Business

Acceptable alike white

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Acceptable alike white

CHICAGO BOOTH
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BASIC ELEMENTS | COLOR PALETTE

The primary colors for the Chicago Booth visual identity are Pantone® 202 Maroon and Pantone® 483 Dark Gray. These are the two colors used for the full-color wordmark. Pantone® 428 Medium Gray is used for "Chicago" and the shield when the wordmark is reversed out of a dark background (see page 7).

Also illustrated below is a palette of 18 additional complementary colors that are recommended for use on print and electronic communications. The complementary palette is made up of colors that work best with the Chicago Booth primary colors.

Booth Maroon can be produced in four-color process using the following formula: C:0, M:100, Y:65, and K:47. Booth Dark Gray can be closely matched with a 65% screen of black, and Booth Medium Gray can be closely matched with a 40% screen of black.

Hexadecimal and RGB equivalents (for web and on-screen applications) are also indicated on each color swatch.

BASIC ELEMENTS | COLOR PALETTE

The primary and complementary palettes contain colors that can create unique and proprietary combinations. Illustrated below are random combinations of colors from the palette, though hundreds of other combinations are possible. Experimentation with various color groupings is encouraged.
TIE TEMPLATE

DON'T FORGET TO SUBMIT YOUR TIE DESIGN BY 04/15 TO THE Booth Community Facebook Page