



LOGO Restyling

Deadline: 22.10.2009 23:59 GMT

Brand: MasterTourismManagement

Sector:

Country:

Category: Design : Logo

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Budget: \$2 216

Status: Closed

Language of Solutions: English, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

The Master in Tourism Management (MTM) is a 1st level university master run by IULM University of Milan (<http://www.iulm.it/default.aspx?idPage=4528>), a private university with a medium-high offering in the fields of communication-media-advertising, foreign languages and tourism. Please look at attachment 1 to see a brief description of MTM and at attachment 2 (brochure) or www.mtm.iulm.it for details about MTM program.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

MTM is currently revamping its visual identity and communication tools because, since 2004:

- ∞ it has become, and would like to become even more, an International product
- ∞ it has greatly enhanced its offer for both students and companies in the sector.

Requirements:

- ∞ creation of a logo based on the acronym MTM – it must be a clear and strong marker with high impact. It must communicate the master as international, innovative, dynamic, high-energy and extremely professionalizing. It will be markedly visible in all MTM communications (website, brochure, handbills etc.);
- ∞ colour palette proposal (with the exclusion of blue) for the logo, background and any written characters, bearing in mind the limits imposed by the background colour of the new webpage

<http://www.iulm.it/default.aspx?idPage=4528>

- ∞ variant 1: MTM logo + wording Master in Tourism Management (= straightforward acronym)
- ∞ variant 2: the logo MTM experience
- ∞ variant 3: alternative proposals playing on the logo itself, adapting it to special events or occasions (eg. Google logo).

The new visual identity must be both appealing and immediate, suggesting professionalism, innovation and internationality. It will be used in all MTM communications (website, brochure, handbills etc.). It must be aimed at increasing MTM's renown within its target public (see below) and at making the course of tourism studies in Italy, at MTM, a highly attractive experience.

3 Step Target Audience

[who should you influence ?]

The MTM focuses different targets (allegato 3):

- A. students
- B. tourism companies, organizations and institutions
- C. Italian and foreign universities
- D. Italian institutions abroad
- E. media

See attachment 4 for further details.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The MTM's strategic aims may be summarized as follows:

- 1) to increase the percentage of foreign students over the next 2 years
- 2) to raise the qualitative profile of our students
- 3) to increase the international bias of the Faculty.

It is, therefore, essential for our target to perceive the MTM as:

- ∞ a top quality product, superior to the graduate courses in tourism currently on offer in the Italian market;
- ∞ a fast-track for successful entrance to the higher echelons of the tourism sector by leveraging a carefully constructed cutting-edge program, a highly qualified International Faculty, a multicultural class and close ties with firms, organizations and institutions of the sector;
- ∞ the premium price is therefore more than compensated by the greater advantages offered in comparison with the other training programs currently available in tourism.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

The tourism sector is rapidly undergoing transformation and urgently requires new recruits with an updated and specialist training, who are highly innovative and well-gearred to work in an international, multicultural environment. The MTM was created to respond to these needs and is, each year, re-aligned to match them. Proof of this is the fact that 98% of our graduates now work in the field of tourism and 2/3 of our students receive a job offer from the company that hosts the internship which completes their course. Look at attachment 5 to see students' high value.

6 Step Character

[what are the features that define the personality of the Brand ?]

Challenging, intensive, international, strongly connected with the business world, professional, dynamic, continually updated and cutting-edge. To discover and test one's talent, to bring innovation to tourism companies and enhance change.

7 Step Media Plan / Placement

[where will your work appear?]

The new visual identity will appear on all channels of master communications:

- ∞ website (www.mtm.iulm.it and www.tourismmanagement.it)
- ∞ direct-mailing re events or newsletter
- ∞ flyers and brochures
- ∞ bills and event programs
- ∞ web 2.0
- ∞ publications in magazines, guides, newspapers.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

The various items of the Visual Identity must be presented in the following formats:

- ∞ 1 High Resolution Tif – for professional printing
- ∞ 1x Jpg in gray scale for trademark and registration purposes
- ∞ 3x Jpg (normal, medium, small) for office printing and web design with an indication of the dimensions/tolerance suggested for use
- ∞ 1x transparent PSD for web design
- ∞ 1 vector based eps file (fully editable Master file) for professional printing.

There are no limits regarding form, only one for colour: blue is excluded. See step 2, under Requirements.

In attachment you will find an analysis of several international tourism masters considered best practices in the sector (allegato 6).

Our request is for one or more creative proposals which, if judged positively, should then be fully developed.

Attachments

202131/0000.pdf	8.89 Kb
202131/0001.pdf	9.52 Kb
202131/0002.pdf	488.86 Kb
202131/0003.pdf	488.55 Kb
202131/0000[1].pdf	9.09 Kb
202131/0001[1].pdf	8.29 Kb
202131/0002[1].pdf	8.54 Kb
202131/0003[1].pdf	7.64 Kb
202131/0004.pdf	7.87 Kb
202131/0000[2].pdf	1.37 Mb