1. File naming protocol:
    a. BI+descriptive name+size+initials+version.extension
        i. Ex: BIBelievePoster11x17AG6.pdf
            *This means this PDF file is in the Big Ideas folder; it is an 11x17 poster that said "Believe" and it is the 6th version made by Alishea Gibson.
        ii. Ex: BIContestGuidelinesBrochure11x17MJ7.indd
            *This means that this InDesign file is in the Big Ideas Folder, it is the Contest Guidelines in a 11x17 Brochure format and was the 7th version made by Michael Jackson.
    b. Keep your files organized on your Desktop as well as on the Sharedrive/Bitcasa
    c. Your most recent versions should be in the Sharedrive by the end of your shift so if there needs to be a quick change anyone can access it.
2. Logo:
    a. The font is `Courier Regular` and **`Courier Bold`**.
    b.
    c.

3. Fonts
    a. Headlines/Logo:
        i. **Courier Bold**
    b. STATEMENTS:
        i. FUTURA MEDIUM (statements/taglines)
        ii. Futura Medium ("For more info...")
    c. Body Text:
        i. Optima Regular
    d. Photo Captions:
        i. *Optima Italics*
4. Color Palette:
    a. Blue (LAYERED OVER TEXTURE):
        i. # 00608a
        ii. R 0
        iii. G 96
        iv. B 138
        v. H 198
        vi. S 100%
        vii. B 54%
    b. Gold (LAYERED OVER TEXTURE):
        i. # ffe050
        ii. R 255
        iii. G 224
        iv. B 80
        v. H 49
        vi. S 69%
        vii. B 100%
    c. Texture Sample:

        i.
5. Notes for Designing:
    a. Brand the Big Ideas identity by keeping everything consistent.
    b. Try to make everything multipurpose

      i. Ex: the plane is a fun, flying advertisements but also an informational flyer about the Big Ideas Contest.

      ii. Ex: The Guidelines Brochure serve not only as a everything-you-need-to-know-to-participate but also as a 11x17 inspirational poster.

c. Know your Audience and tailor designs/messages to them.

      i. Students

      ii. Potential Donors

      iii. Judges/Mentors

d. Fonts:

      i. Do not mix fonts!

      ii. If the body text is Optima Regular, then the photo captions should be *Optima Italics*.

      iii. Large Posters should use **Futura Medium** because it reads well from far away, but is still bold and fun.

      iv. Optima, being a lighter font, looks better on dark backgrounds because our eye makes white text on black look thicker than it is.

e. Use inspiring words to entice people via social media & paper poster branding.

f. When possible include the paper plane theme

g. Paper plane should always be pointed up, not down because Big Ideas is about helping students get inspired to make the projects and hoping they'll fly.

h. It's "pre-proposal" not pre proposal

i. It's "full proposal" not "full-proposal" and not capitalized.

j. "ANNUAL CONTEST" not "COMPETITION"

6. List of Big Ideas Design Projects

a. Contest Guidelines (11x17 poster/tri-fold brochure)

b. Facebook Cover photo ads

c. Table Tents (for dining halls advertising)

d. Paper planes

e. Instructions on how to fold paper planes

f. 11x17 branding posters (to be distributed before contest begins)

g. 11x17 announcement posters (distribute 1 week prior to contest starting and up to the pre proposal deadline)

h. 11x17 photo posters of past winner examples

      i. Make appointment with winners for photo shoots and interviews

      ii. Resize ads for website/facebook/Paper printed posters

      iii. Distribution year round for branding, inspiring and to keep Big Ideas on students' minds all year

i. Email Blast Template
j. TV Advertisement for Citrus/EECS tvs (usually is the announcement poster in a vertical format)
k. Daily Cal Advertisement (distributed in both Back to School and Homecoming issues)
l. T-Shirts (Order in early August to wear/distribute by the start of the contest)
m. Shwag items:
    i. Pens
    ii. Tote bags
    iii. t-shirts
n. Infographics for Facebook posts
o. Pitch Day Posters
p. Info session/event/worshop posters
q. Signage for events/info sessions (sign in/check in/please take 1 cookie/Event is downstairs in B100, etc.)
r. Sticky Name tags for events
s. Pitch Day Certificates
t. Pitch Day Programs
u. Pitch Day 11x17 posters (open to public event)
v. Award Certificates
w. Award Celebration Programs