LISTEN → THINK → CREATE → COMMUNICATE

Branding Project Life Cycle

1 Establish Positioning

- Complete Designworks branding evaluation form
- Interview key executive and staff personnel
- Understand 1 - 3 year strategic business goals
- Identify target markets and core competencies
- Identify key competitors and unique "competitive edge" factors
- Identify existing brand successes and failures
- Answer question,"Who are we?"
- Answer question,"Who are we perceived as?"
- Answer question,"Who do we want to be perceived as?"
- Establish a positioning statement

2 Establish Messaging

- Identify audience within target market and beyond
- Sub-categorize audience into constituencies and rank
- Recognize industry-specific cultures
- Recognize company-specific cultures
- Address any naming issues (trademark search, localization issues, domain name disputes, etc.) - current and future
- Present 1st round messaging guidelines - review and revise
- Approve messaging guidelines
- Complete Designworks creative brief

3 Develop Identity System

- List all elements of identity system needed: main logo, corporate colors, corporate typeface, any secondary logos (product logos, division logos, etc.)
- Determine any special applications for logos (tiny, on a computer chip, back of airplane tail fin, etc.)
- Address localization issues (color preferences, meanings)
- Present logo concepts - review and revise
- Approve logo
- Develop alternate versions (b&w, with/without tagline, etc.)

4 Develop "Look and Feel"

- Create a "Look and Feel" by applying logo, with other elements of identity system, to a sample application
- Verify successful communication of message through identity and "look and feel"
- Specify guidelines for art and imagery
- Specify font family across the brand
- Create style guide which defines all elements of the brand, including messaging guidelines, logo usage guidelines, company color palette, typographic guidelines, and brand hierarchy

5 Apply

- Identify all materials to be (re)branded
- Present stationery system layouts, including business cards, letterhead and envelopes - review and revise
- Develop PowerPoint templates, including light and dark versions, master slide, color palette, type examples, and chart examples.
- Apply new branding to remaining materials (web site, packaging, collateral, etc.)

6 Launch

- Coordinate the production and timed release of all new materials
- Distribute new style guide and templates internally through a central repository
- Emphasize internal adoption of new branding in order to maintain brand integrity after initial launch