

# BRANDING PROJECT LIFE CYCLE

## stage 1.

### ○ DISCOVERY

Exploratory meetings/interviews with client team

- Identify organizational values and culture
- Clarify business goals and marketing objectives
- Gather audience profile/s and top of mind concerns
- Research client's market position and key competitors
- Investigate brand perceptions; its "ecosystem" and influencers
- Inventory existing brand hierarchy and elements
- Evaluate brand's strengths, weaknesses
- Explore new business opportunities
- Determine any special applications for logos

### ○ BRAND REPORT

Define Brand in written document to include

- Company vision and mission
- Brand matrix: key messages by each product or market segment
- Competitive edge
- Brand promise and value proposition
- Profiles of targeted audience and its top of mind concerns

## stage 2.

### ○ LOGO DEVELOPMENT

Develop logo concepts based on discovery findings

- Brain storming and conceptualization
- Typography and color exploration
- Synthesis and Selection
- Present logo concepts
- Review, revise and finalize base on client input
- Develop alternate versions in black & white, reverse, and in various color systems
- Complete set of logo in various file formats

### ○ CORPORATE IDENTITY SYSTEM

Design and complete Corporate identity System

- Business card layout, email signature, letterhead, envelope, shipping label, presentation folder, corporate backgrounder, press release template, etc.
- Develop PowerPoint template which includes master slides, color palette, font selection and chart examples
- Create style guide which defines all elements of the brand, including messaging guidelines, logo usage guidelines, company color palette, typographic guidelines, and brand hierarchy

## stage 3.

### ○ BRAND EXTENSION

Evaluation and development for on-line and off-line Corporate Collateral

- Define information hierarchy with document content and key audience
- Create an overall "Look and Feel" for various levels of literature; specify guidelines for illustration style and imagery
- Create document and/or template for corporate fact sheet, datasheet, white paper, capability brochure, application notes etc.

Apply new branding to other marketing related materials, sales tools, web site, html emails and newsletters, packaging, tradeshow graphics, etc.