1
BRIEF
Define and sculpt the brief with the client
2
ANALYSIS/RESEARCH
Getting to know the client, the business structure and the issue(s) at hand
Issues:
• Corporate business objectives
• Overall strategy
• Competitor analysis
• Market segmentation
• Communications objectives
• Target audience
- Key benefits
- Consideration to "split target audiences"
• Any key message(s)
Outputs:
Support documentation
3
BRAINSTORM
Collaborative brainstorming with client, creatives and strategists and any other people who are relevant to the project
4
STRATEGY
Formulating a plan to cover all aspects of the project
Issues:
• Create project plan
• Budget allocation
• Time lines
Areas:
Stationery, Brochure, Leaflet, Direct mail, Advertising, Website (Internet, Intranet Extranet, WAP, PDA) Interactive TV, CD-Rom, Kiosk etc...
Outputs:
Proposition, mission, vision, values, essence, brand dna etc
5
VISUAL POSITIONING
Creation of initial ideas and mood boards
Brand issues:
• Competitor study
• Overall brand position
• Brand ideas
• Copy writing requirement
• Photography/image sourcing
• Tone of voice
• Logo/logotype
- Size, positioning, exclusion zones etc...
• Colour
- Brand colours
- Secondary palettes
- Proportionate colour balances
• Design Guidelines requirements
Area-specific issues:
Stationery, Brochure, Leaflet, Direct mail, Advertising, Website (Internet, Intranet Extranet, WAP, PDA) Interactive TV, CD-Rom, Kiosk etc...
Outputs:
Visual alignment to values etc.
6
FIRST STAGE DESIGN PRESENTATION
Design of initial ideas & concepts
Objective:
• Overall look and feel
• Brand ideas
• Photography/image style
• Tone of voice
• Logo/logotype
- Size, positioning, exclusion zones etc...
• Colour
- Brand colours
- Secondary palettes
- Proportionate colour balances
7
SECOND STAGE DESIGN PRESENTATION
Refinement of design route
Objective:
• Refined look and feel
• Refined brand ideas
• Refined logo/logotype
- Size, positioning, exclusion zones etc...
• Refined colour
- Brand colours
- Secondary palettes
- Proportionate colour balances
8
FINAL PRESENTATION
Client sign off
Objective:
• Final look and feel
• Final brand ideas
• Final logo/logotype
- Size, positioning, exclusion zones etc...
• Final colour
- Brand colours
- Secondary palettes
- Proportionate colour balances
Outputs:
Approved brand
ROLL OUT
Roll out design to all areas of project
Creation of guidelines
Outputs:
Brand books
Identity guidelines
Intranets
Extranets
Brand tools
Note: this is a high level overview and a guide only, every project follows a unique process relevant to its own issues and requirements.