

THE PROCESS | *a process for success*

The brand identity process demands a combination of investigative, strategic thinking, design excellence, and project management skills. It requires an extraordinary amount of patience, an obsession with getting it right, and an ability to synthesize vast amounts of information.

1 | CONDUCTING RESEARCH

- Conduct competitive analysis
- Interview key management
- Clarify vision, strategies, goals and values
- Develop a positioning platform and key message
- Deliver a brand summary

2 | DESIGNING IDENTITY

- Design brand identity
- First round in black & white to create buy-in to concept
- Narrow down to 2-3 final designs and apply color
- Achieve agreement on final identity
- Explore Applications
- Finalize brand styles

3 | CREATING TOUCHPOINTS

- Finalize identity design
- Develop look & feel
- Prioritize and design applications
- Create brand style guide

4 | MANAGING ASSETS

- Build synergy around the new brand
- Develop launch strategy and plan
- Launch internally first
- Launch externally

Branding Exercise

