**BRANDING BRIEF**

**Hi! Please complete the next brief with relevant information.**

There are plenty of reasons to use a design brief, but there are two that we think are most important: efficiency and direction.

 **Date: dd/mm/yy**

**CLIENT’S PROFILE**

|  |  |
| --- | --- |
| **PROJECT TITLE** |    |
| CLIENT NAME |   |
| YOUR BRAND |    |
| Services/PRODUCT |   |
| POINT OF CONTACT NAME |   | PHONE |   |
| EMAIL |   | MAILING ADDRESS |   |

**BUSINESS OVERVIEW INFOs**

|  |  |
| --- | --- |
| **BUSINESS OVERVIEW** what do you do? what is unique about your business?  |   |
| **TARGET AUDIENCE** who are you trying to reach? |   |

**CREATIVE’S SHORTCUT**

|  |  |
| --- | --- |
| **VERBIAGE**what name should be included in the logo?  |   |
| **TAG LINE** if applicable |  |
| **IMAGERY** what images, if any, should be included in the logo?  |   |
| **DESIRED DESIGN STYLE** include reference images, if applicable |   |
| **COLORS** **& OTHER VISUAL CONSIDERATIONS**Short description/ keyword, if applicable |   |
| **INTENDED USE** signage, business cards, online/offline etc.  |   |

**BRANDING STEP BY STEP**

GET INTO YOUR BUSINESS WITH THE RIGHT STRATEGY \*

**BRAND PROFILE**

|  |  |
| --- | --- |
| What's the meaning of your organization’s name?  |  |
| Why is it named that?  |  |
| As an organization, who are you?  |  |
| What is your organization's purpose?  |  |
| What do you do as a company?  |  |
| Who are your customers?  |  |
| Where are your customers located?  |  |
| How do you want to be perceived in the marketplace?  |  |
| What's your organization's personality?  |  |
| Who are your competitors?  |  |
| What distinguishes you from your competitors?  |  |
| What is it that makes you better than your competitors? |  |

**BRAND OBJECTIVE**

|  |  |
| --- | --- |
| What do you hope to achieve with your brand?  |   |
| What's the primary image you want your brand to convey?  |  |
| How can your brand help you achieve your goals?  |  |
| How can your brand help you best your competitors? |  |
| Who is your "target audience"?  |  |

**LET’S DETAIL A BIT MORE.**

|  |  |
| --- | --- |
| **REAL COMMUNICATION/ CONTEXTUAL CAMPAIGN** write about the current project: concept, communication objectives, the way you see the image of your brand integrated in the whole project, etc |   |
| **DATE OF USE/ PURPOSE**specify how long you want to use the same identity, if you ever want an upgrade from this design, you have to specify, so we will keep it in the database as a backup and at the right time we can help you |  |
| **TYPE OF USE** ONLINE, OFFLINE, WEBSITE ONLY, GOOD FOR PRINTING, etc |  |
| **TERRITORY OF USE** Here you need to specify where your brand will take place - local, national, international, etc |  |

CREATIVE ROUTE - QUESTs

**WHY AND HOW**

|  |
| --- |
| **PURPOSE | W*hy?*** |
|   |
| **OPPORTUNITY | *Ultimate impact?*** |
|   |
|  |  |  |
| **TARGET AUDIENCE** |
| **BRAND TARGET | *Who does the brand speak to?*** |
|   |

|  |
| --- |
| **ATTITUDE** |
| **BRAND TONE | *What traits are we trying to convey?*** |
|   |
| **BRAND PERSONALITY | *What characteristics define the brand?*** |
|   |

|  |
| --- |
| **STYLE** |
| **BRAND STYLE | What’s your aspirations? *Style references add here.*** |
|  |

|  |
| --- |
| **COLORS & MOOD** |
| **BRAND COLORS | *What suits you better*** |
|   |
| **& more | *Your second though* \* optional** |
|   |

|  |
| --- |
| **YOUR MESSAGE / VOICETONE** |
| **THE TAKEAWAY | *What is the key idea to be remembered?*** |
|  |
| **TAGLINE | *prepared copy, key words, or theme*** |
|  |
|  |  |  |
| **FURTHERMORE \* optional** |
| ***Include any additional critical information.*** |
|   |
|  |  |  |
| **COMMENTS AND APPROVAL \* optional** |
| **COMMENTS** |
|  |

|  |
| --- |
| **OTHER DELIVERABLE / WANTED SERVICES / FUTURE NEEDS** |
| **COMMENTS** |
| Type here / include other services you need, add details if in need |

**LET’S GET SOCIAL \* optional**

|  |  |
| --- | --- |
| **SOCIAL MEDIA**  if exists or you need a new one  | *ADD YOURS HERE*  |
| **WEBSITE** if exist or you need one | *ADD YOURS HERE* |
| **FREE\*** **BUSINESS CARD**Please add your informations for your card -all details & infos. | *FRONT & VERSO* |

Thank you for your time.

Designer, GEORGIANA GHIȚ



**More informations** 🡪

**GGDESIGNO**

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**ABOUT US**

|  |  |  |
| --- | --- | --- |
| **WEBSITE**   | www.ggdesigno.com |  **BRANDING & DESIGN** |
| **INSTAGRAMFACEBOOK** | @ggdesigno / @georgianaghit | **THANK YOU!** |