branding
the **agency**

table of **contents**

DESIGNERS
Amanda Pullano & Christine O'Connor

SARAH **GOLDSTEIN**

BIO

Sarah Goldsteen has been working at Applebee's for three years as communicatinos director. She is looking for a way to appeal to the younger crowd. through social media.

AGE 32

COMPANY Applebee's

STATUS In a Relationship

| READER | EXTROVERTED |
| CURIOUS | INVOLVED |

"I'm looking for an agency that can understand our company and our values"

GOALS

Wants to enhance her business by getting more customers in the 20s/30s range

Wants to work with an agency that understands the feel of the company

FRUSTRATIONS

Is hestant to work with younger workers because they are less experienced

Wants an agency that is sophisticated and dedicated, worried about working with younger designers

MOBILE
60%

DESKTOP
40%

TECH EXPERIENCE

AMY **JACOBS**

BIO

Amy Jacobs is a hardworking Freshman at Quinnipiac University & is beyond excited to get her foot in the door in some on-campus groups. She is looking for a way to meet new people while perfecting skills that will help her in her career.

AGE 18

OCCUPATION Student

STATUS Single

ORGANIZED

MEDIA SAVVY

OPTIMISTIC

PROACTIVE

"I'm looking for real-world experience that will kickstart my career in Public Relations."

GOALS

Wants to network & become apart of a strong community on campus.

Wants to come out with some great portfolio pieces and work with professionals in the field.

FRUSTRATIONS

Does not want to waste time or be in a slow-paced work environment.

Does not want to feel stifled in her ability to create good and inventive work.

MOBILE
75%

LAPTOP
20%

DESKTOP
5%

TECH EXPERIENCE

SARAH **GOLDSTEIN**
Potential Client

PROFESSIONAL JOURNEY

Goals and wants:
• Professionalism
• Proven success
• Skill set

Searches online for college agencies in her area

Finds the Agency at QU via google

Takes note on the look & feel of the website in comparison to competitors

Looks at past work and list of clients

Navigates to contact page to request work

PERSONAL JOURNEY

Goals and wants:
• Cutting Edge
• Cut cost
• Relatable & fun

Hears about the Agency through a colleague who knows about QU

Searches for us on Facebook & reads through some of our posts to guage user involvement

Finds website link in bio and navigates to our site

Reads through our bio to get a sense of who we are

Navigates to contact page and write us an email to connect

TAKEAWAYS

We need to maximize our reach through both word of mouth AND search engine optimization

We should be active on all our social media platforms, always using content that projects a sense of professionalism

Always have our most vital information in convenient places

Be sure to show our work and why we are different/qualified

AMY **JACOBS**
Potential Agency Member

PROFESSIONAL JOURNEY

Goals and wants:
• Real-world experience
• Impressive achievements
• Chance for collaboration

Hears about The Agency from a sorority sister

Searches @TheAgencyQU on Twitter & gauges our retoric in terms of professionalism

Finds website link in bio and navigates to our site

Looks at past work and list of clients

Finds link to apply and downloads the form

PERSONAL JOURNEY

Goals and wants:
• Sense of comraderie
• Up-to-date on trends
• Community engagement
• Make friends & connections

Hears about the Agency at the Involvement Fair

Visits the website on her mobile phone

Navigates to the about page

Looks at current member profiles and follows some on social media

Joins emailing list to stay in the loop

TAKEAWAYS

Be sure to have booths at the involvement fair and have a strong presense on campus

Make site responsive and engaging

Host events and make sure there are opportunities for potential members to get involved

Have link to application form right on the site

NOTES

It's important to understand that users may have a myriad of feelings and emotions when they are searching for something. The same person may have more the one reason for there actions. By looking at different sides of the story, we can better incorporate all of those needs and find the best ways to balance what is important to our potential users.

Public Relations Graphics

• We originally created these avatars because of our lack of real photographs

• They ended up staying because they help to incorporate the main ideas driving each major. They sum up what we do in a pleasing way

• Public relations majors are speakers and they make connections with the public through their communication efforts.
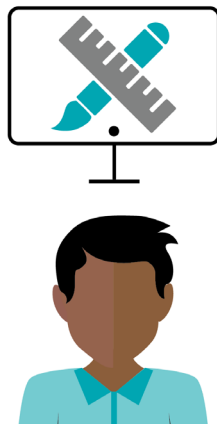
Graphic Design Graphics

• Graphic designers use both their creativity and their logical thinking to create solutions to design problems
• Designers are visual communicators

Advertising Graphics

• Advertisers use analytics and numbers in order to push sales and public reach
• They get the word out and make plans as to how to do so successfully

Banner Graphics

• We created banners for social media and we liked the style so much that we adopted the background for many other uses

• We also made a gray version that can be used to contrast with the blue
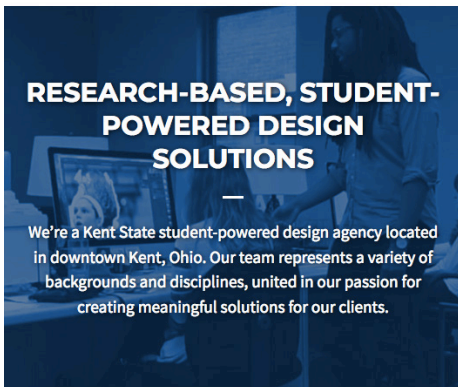
advertising

graphic design

public relations

OUR **COMPETITORS**
Other college-run agencies' websites

RESEARCH-BASED, STUDENT-POWERED DESIGN SOLUTIONS

—

We're a Kent State student-powered design agency located in downtown Kent, Ohio. Our team represents a variety of backgrounds and disciplines, united in our passion for creating meaningful solutions for our clients.

OUR DESIGN PROCESS IS TAILORED TO YOU

IdeaBase at Kent State
www.ideabasekent.com

Pros:
• Interactive
• Video
• Logo and color scheme
• Block set up
• Team profiles

Cons:
• Links in nav are not very clear
• Too much text in alot of places

Meet Scout.

Northeastern's student-led design studio

Scout aims to foster the design community at Northeastern University through real client work, speaker series, and interactive workshops. Read more about us.

KEEP IN TOUCH

Leave us your email

Submit

Scout Northeastern
web.northeastern.edu/scout

Pros:
• Interactive
• Continuity in pictures of team members
• Scroll over effects in team members
• Event page
• "Club Scout" every week

Cons:
• Responsive doesn't work across the board
• Weird shapes are distracting
• Doesn't look very professional
• Font WAY too big on mobile view

FourDesign is a faculty-led, student-run design studio in the School of Visual Arts at Virginia Tech. We work with real clients to create strategy-based branding and marketing materials that strengthen relationships with their customers.

Four Square VT
http://fourdesign.co

Pros:
• Slideshow of work highlights
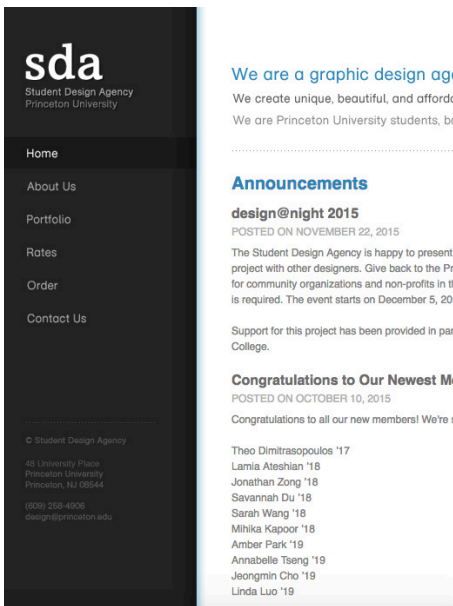• Logofolio
• Icons for services

Cons:
• Too much large text
• No short bio, just a long paragraph
• Weird contact section

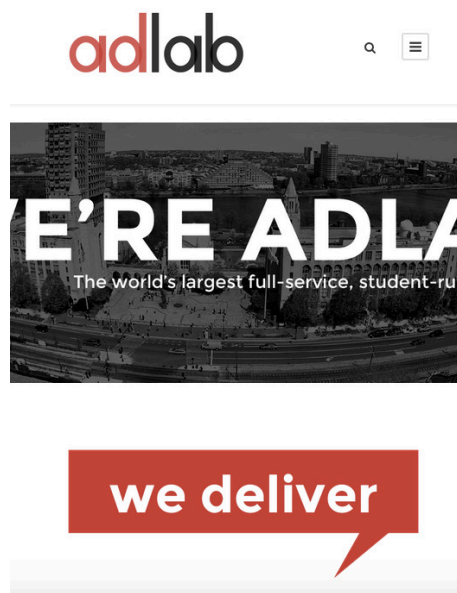# OUR **COMPETITORS**
Other college-run agencies' websites

Student Design Agency
www.princetonsda.com/

AD Lab at BU
http://buadlab.com

DESIGN CONCEPT 3
http://theagency.jou.ufl.edu

Pros:
• All the info you need is there
• Congrats to newest members
• Event updates/announcements

Cons:
• Super boring
• Not responsive
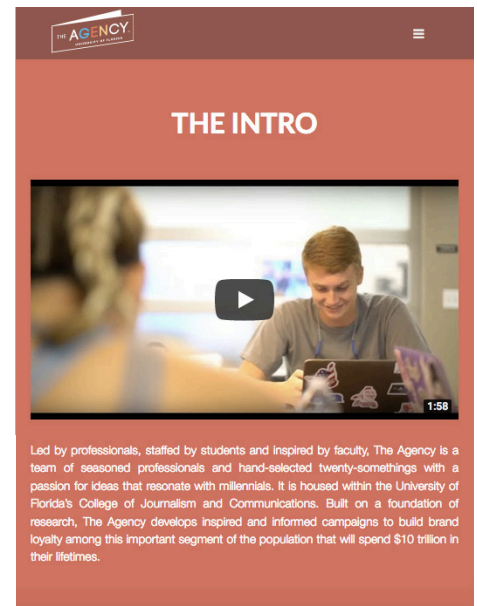• Just a list of information with no design
• Not recently updated

Pros:
• Bold and memorable color scheme
• The continuous scroll page walks you through the process likes it is a sentence.
• Lots of links and things to explore throughout the page
• Content is key!

Cons:
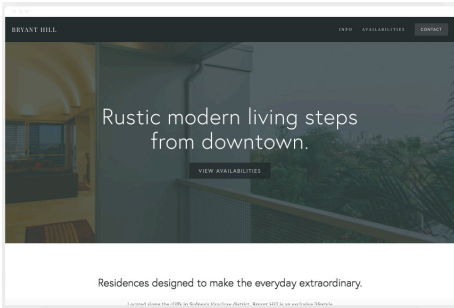• Image doesn't scale down for responsive/mobile view

Pros:
• Colorful & fun
• Clearly identified brand
• Amazing clients
• Intro video
• Easy to use & navigate

Cons:
• Doesn't look good in mobile view
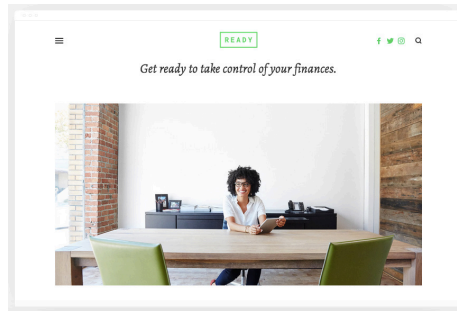• Overwelming amount of colors

Bryant Hill

www.squarespace.com/templates

Pros:
• Clean Template
• Interesting gallery
• Very simplistic
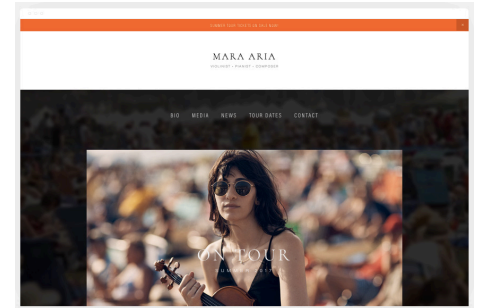• Button link on the hero image

Ready

www.squarespace.com/templates

Pros:
• Simplicity
• One accent color
• Pull-out quotes
• Big link to hire us
• Links to other pages from the homepage
• Homepage is essentially a condensed version of the website
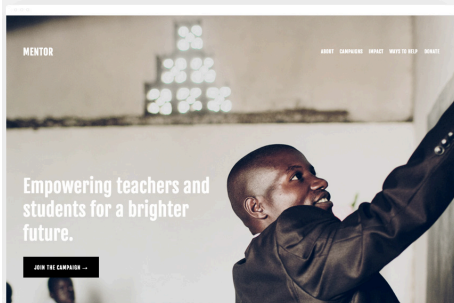• This is the template that we decided to use in the end

Aria

www.squarespace.com/templates

Pros:
• We really liked the moving background
• Super unique but was meant for musicians, had links for youtube and other streaming apps which we don't need
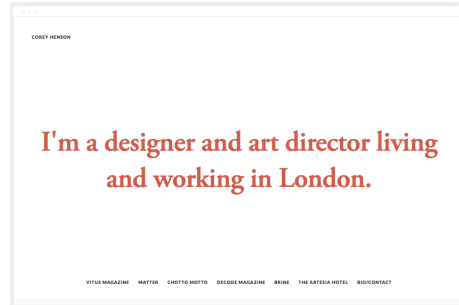
Mentor
www.squarespace.com/templates

Pros:
- Has seperate "Campaigns" in the navigation that we could use for each of our projects

- Fun Footer Option to subscribe to Newsletter


Henson
www.squarespace.com/templates

Pros:
- Continuous scroll brings you back to top of page
- Most unique out of any of the templates
- Nav is on the bottom of page
- This was the original template we decided on because it was so unique from the others
- We ended up switching to READY because it was much easier to navigate through and we wanted our users to find what they needed as easily as possible

Cons:
- This template is also based on mainly blog posts and we didn't have enough content to make it look professional
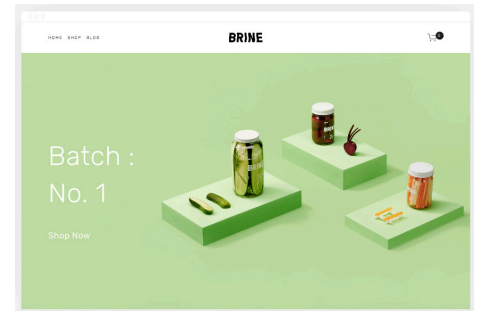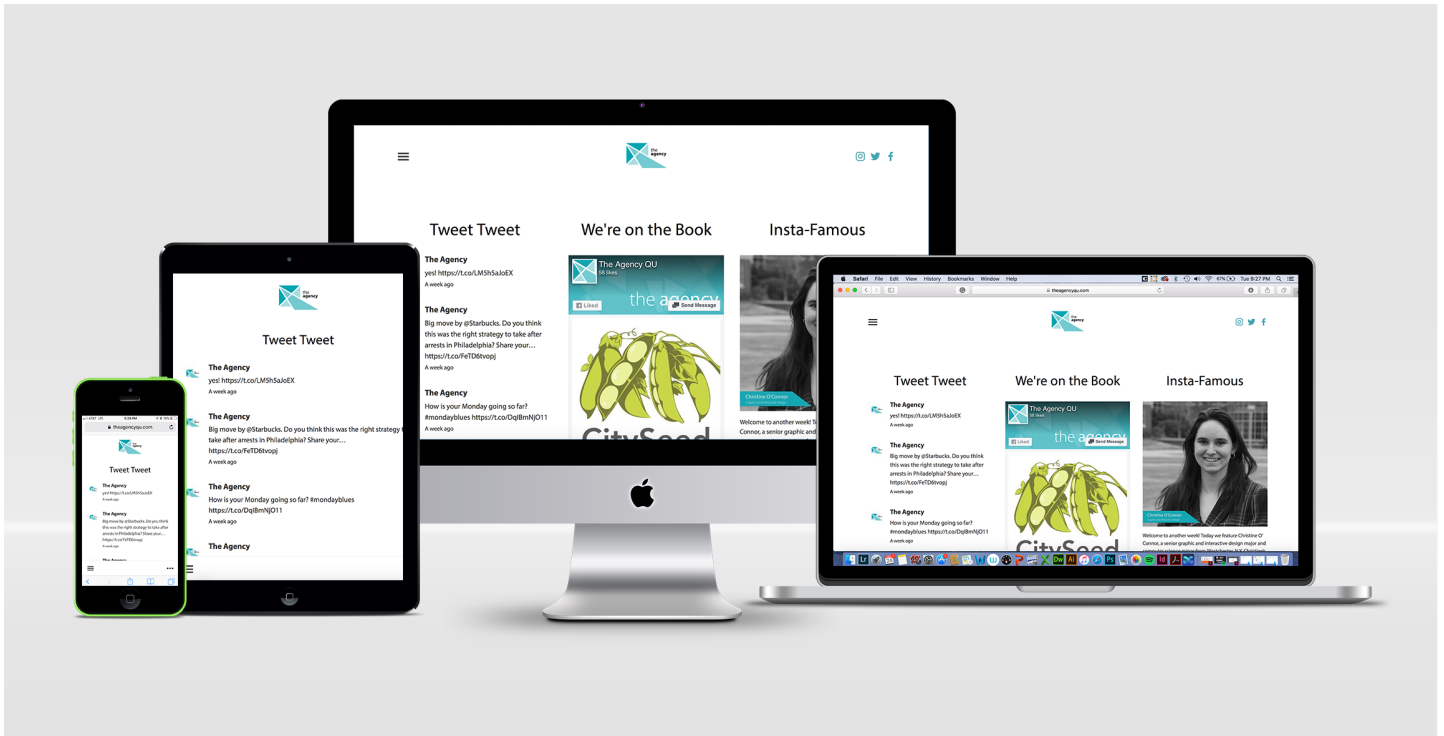

Brine
www.squarespace.com/templates

Pros:
- One of our top picks
- Link for hiring us
- Specialties option
- Social Feed on website
- Includes "See our work" and "join our team" options
- Spaces for great images

Website Process
www.theagencyqu.com

• We did some research on templates and picked out our top 10 options. We wrote out pros and cons for each.

• Surveyed our group to decide which template was most popular among us.

• Worked with our copy-writer to create the content for our site

• Plugged in all the information and edited the template

• Ended up switching templates to one that suited our needs

• Our finished product is clean and easy to navigate. It has all the features we need.
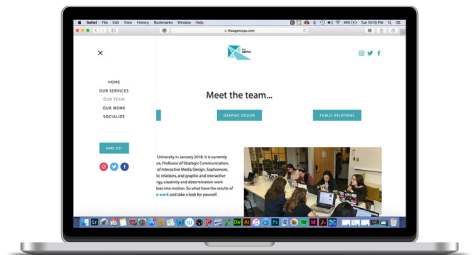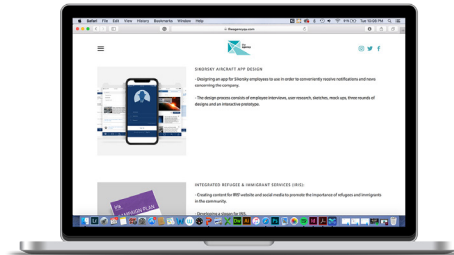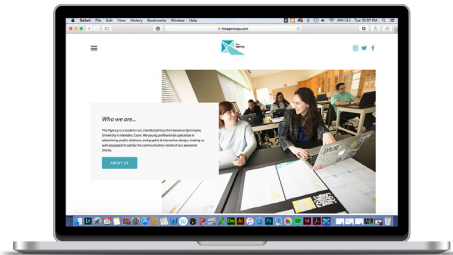
Home Page

• Gives a general overview of who we are

• Easy links to other pages are seen in several places so that people can easily navigate to what they find most important

• Sticky header with social media links and hamburger menu are ALWAYS there

• Clear professional pictures

• Footer with links to connect is on every page and includes:
       -Application form
       -Emailing list
       -Project request form

"Our Work" Page

• Short description of each of our projects.

• Can easily add a button that leads to a page with more info and more pictures when we have that content

• Projects are in professional looking mockups and emphasize our capabilities as a team

Our Team
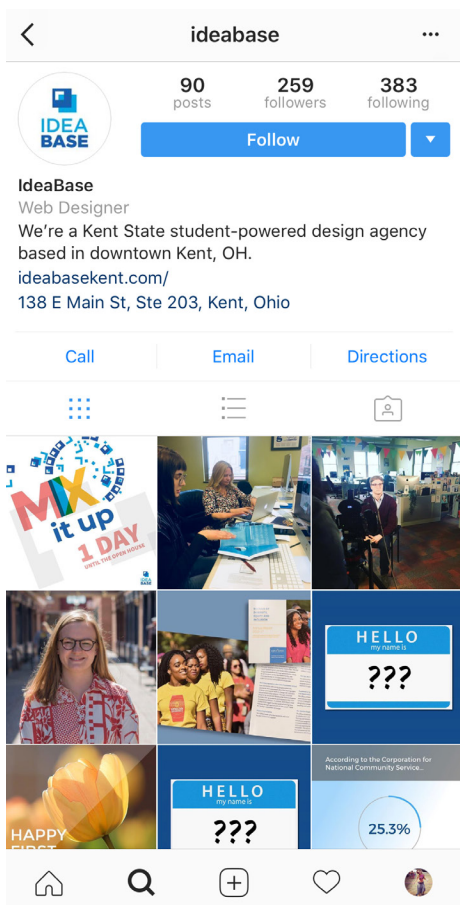
• This page introduces the Agency as a whole

• Goes on to describe each section of our team:
       -Advertising
       -Public Relations
       -Graphic Design

• Buttons at the top connect to anchor points further down the page to bring users to each section

• Team member bios are under their respective majors

• We use our avatars for each major as well as the black and white bio photos

OUR **COMPETITORS**
Other college-run agencies' social media presence

ideabase

| 90 posts | 259 followers | 383 following |

Follow

IdeaBase
Web Designer
We're a Kent State student-powered design agency based in downtown Kent, OH.
ideabasekent.com/
138 E Main St, Ste 203, Kent, Ohio

Call   Email   Directions

neuscout

| 177 posts | 691 followers | 129 following |

Follow

Scout
Web Designer
Northeastern University's Student-Led Design Studio
web.northeastern.edu/scout/work-with-us/
11 Leon St, Boston, Massachusetts

Call   Email   Directions

fourdesignvt

| 25 posts | 67 followers | 81 following |

Follow

FOURDESIGN
Advertising Agency
We are FourDesign, a faculty-led, student-run digital and print design agency at Virginia Tech. We thrive on good design, lime green, and hard work.
fourdesign.co/
203 Draper Rd, School of Visual Arts at Virginia Tech, Blacksburg, Virginia

Call   Email   Directions

@ideabase
- Interaction with followers including incentives
- DM for chance to win
- Statistics for things they care about / align themselves with
- Pictures of members working
- Coffee pics
- Boomerangs
- Blog post updates (with link)
- Quotes with branding
- Now hiring update
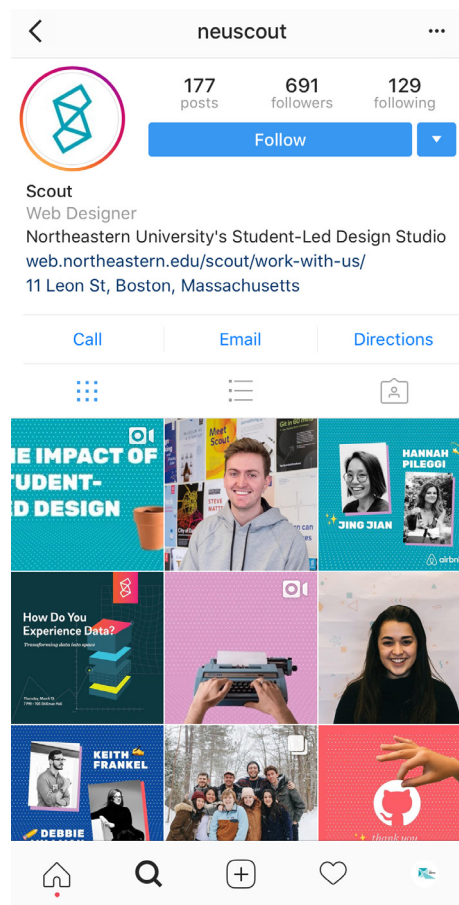
@neuscout
- Animation videos
- Event updates *
- Group photographs
- Speakers on campus
- Flexible with their branding but it works
- Call for applications with pictures of the team
- Shoutout to sponsors
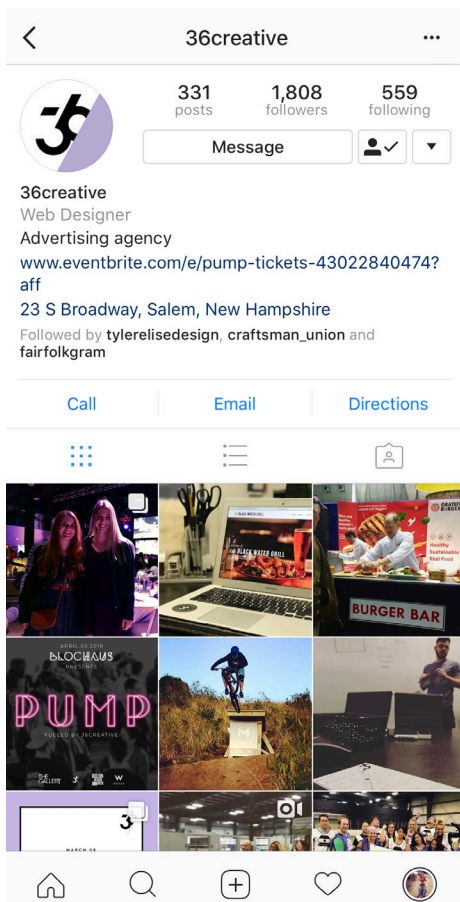- Conference posts are all very similar in design but also vary in ways that keep them interesting
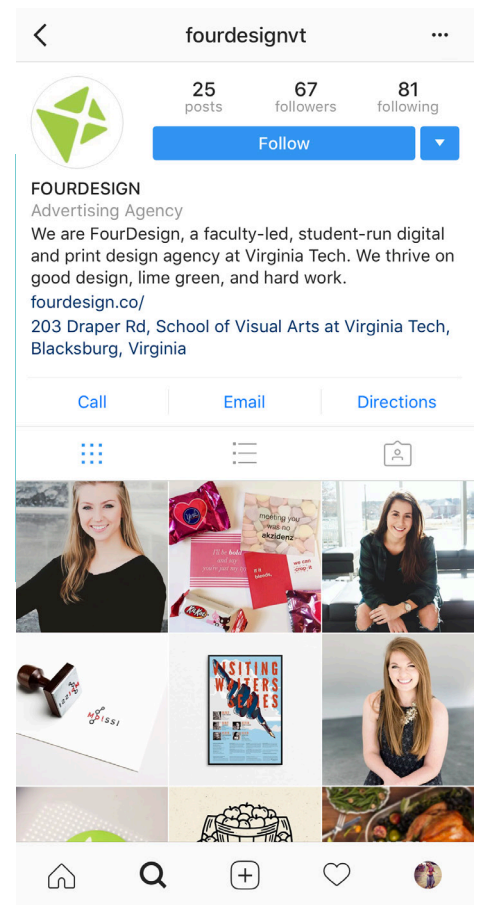
@fourdesignvt
- Sticker challenge
- "Meet the team Monday"
- Happy (fill in the holiday) posts
- Show works in real world
- Show wip & promote companies we work with
- Agency visits
- Showing many assets of what they do

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SOCIAL MEDIA **INFLUENCERS**
Inspiration from some agencies doing it right

36creative

| 331 posts | 1,808 followers | 559 following |

Message

36creative
Web Designer
Advertising agency
www.eventbrite.com/e/pump-tickets-43022840474?aff
23 S Broadway, Salem, New Hampshire
Followed by **tylerelisedesign**, **craftsman_union** and **fairfolkgram**

Call | Email | Directions

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hamagram

| 637 posts | 1,003 followers | 524 following |

Message

Haigh + Martino
Graphic Designer
Branding + design studio cranking out the jams 24/7
www.haighandmartino.com/
72A Congress Street, Portsmouth, New Hampshire
Followed by **36creative**

Overheard | Street Type | In The Wild | Studio Vibes | HALF

Email | Directions

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hoodzpahdesign

| 528 posts | 19K followers | 430 following |

Message

Hoodzpah
Company
Branding agency based out of Newport Beach, CA. Shine on. Co-founders of #ConnectingThings.
linkin.bio/hoodzpahdesign
Followed by **logoinspirations**, **wonderfall**, **teenyletters** + 5 more

Stepfords | Spam Musu...

Email

@36creative
- Workshop posts (we should have more outings)
- Interaction with followers in relation to projects. "whats your favorite…."
- Congrats to our clients doing big thangs
- Member spotlights include the person in their environment working
- Videos of group fun, showing the play that comes with the work
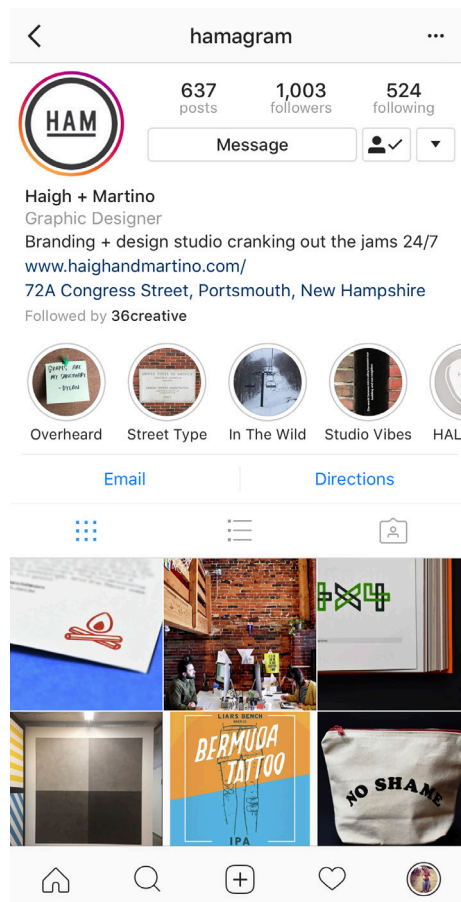
@hamagram
- Daily inspo pics
- Pictures of the workspace
- Using final product photos to promote events of clients
- Using milestones (like first day of spring) as inspo for posts
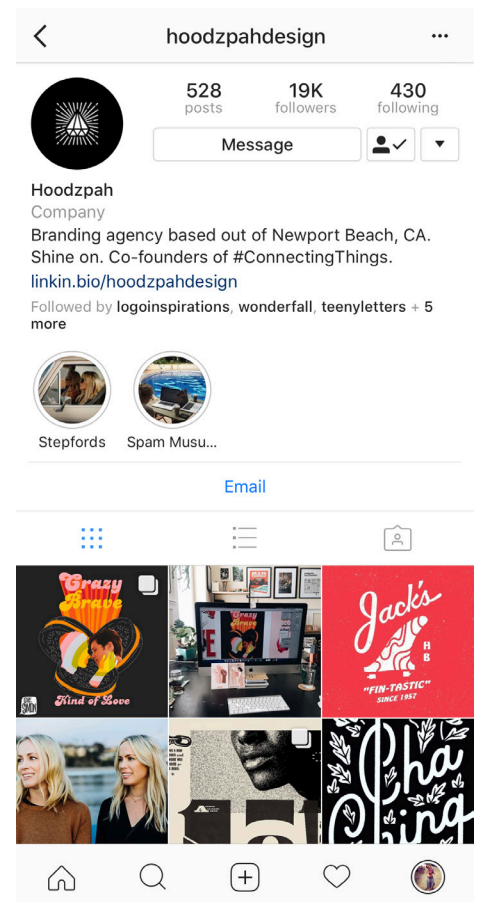
@hoodzcahdesign
- Use the story option to connect to others with similar interests
- Lots of pictures of their current work
- Creative/memorable catchphrase
- Tag people & places (promote more people stumbling upon us)
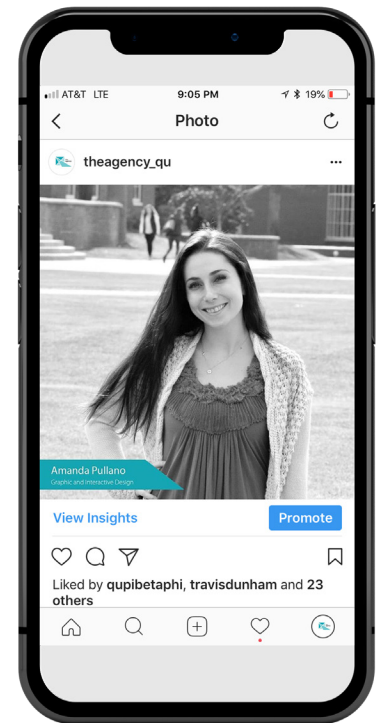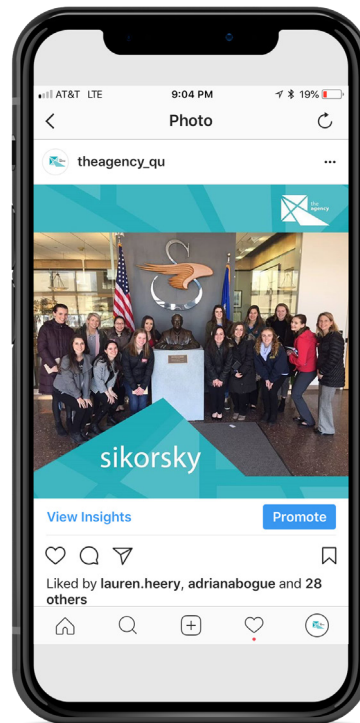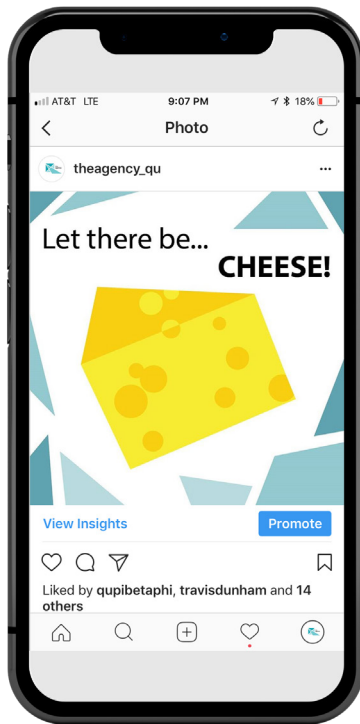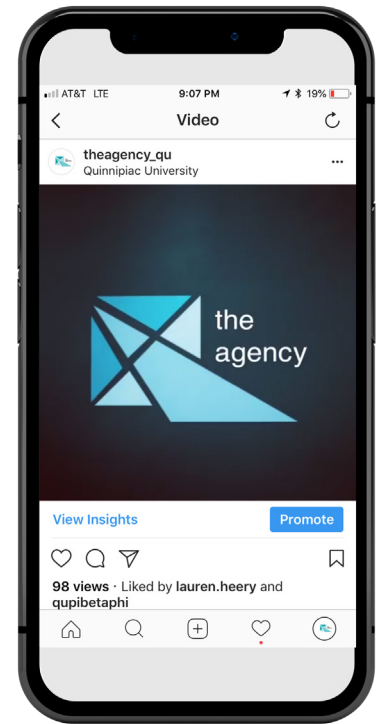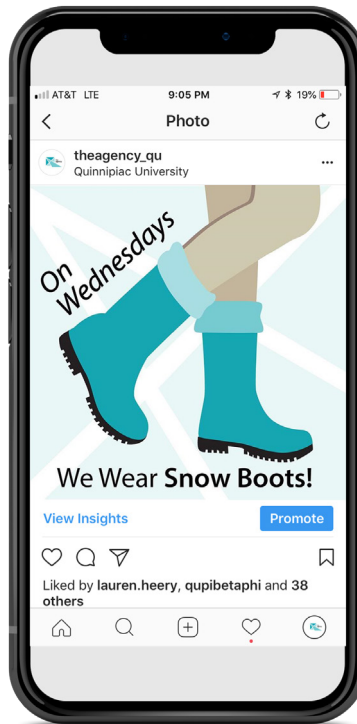
Quirky Posts
Instagram

- Shapes from logo as border of graphic

- Simple shaped (preferably two tone) vector graphic

- Contrasting color of imagery to our brand color

Client Posts
Instagram

- For client spotlights we used color photos

- Use of our signature blue logo pattern as the top and bottom border

- lowercase for the client name

- White logo to contrast our background

Biography Posts
Instagram

- We used black and white images with the pop of blue color for the name and major area

- We wanted to create a sense of uniformity throughout all our bios

- These also match the bio pictures on our website
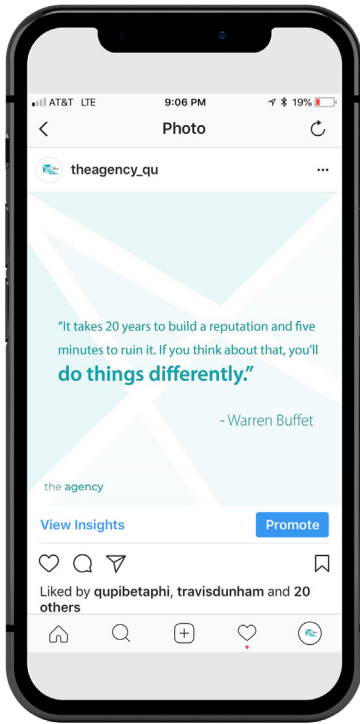
Quote Posts
Instagram

- Background is the logo at 10% transparency

- Two different sized fonts, the bigger font should pull out the main takeaway of the quote

- Small name in lower left hand corner

Quirky Posts
Instagram

- Background uses logo element again at (10% transparency)

- Size of the font is flexible

- Color of graphic should match

- Simple style vector

Animation Posts
Instagram

- Our introduction post was an animation to show that side of our design dept.

- Use of colors and follow brand guidelines always

Info Rackcards
Internal Use

• We looked at other rackcards around the school that were meant for similar uses. We used these as a starting point but aimed to make ours a bit more eye-catching.

• We used avatars to denote the different aspects of our agency and to break up the paragraphs of text.

Info Trifold
Internal Use

• Our trifold went through a few changes in order to get it just right.

• At first we did not have any images of our agency members working so it seemed very wordy.

• Once we created the avatars and got some high quality images, the trifold really came together.

Poster Ad
Internal

• Our goal was to create both an
  attention-grabbing and informative
  design.

• This poster is to be used throughout
  the school to entice students to sign up
  and take part in the course.

• The branding was used throughout
  all print material to create a sense of
  connection between all pieces.
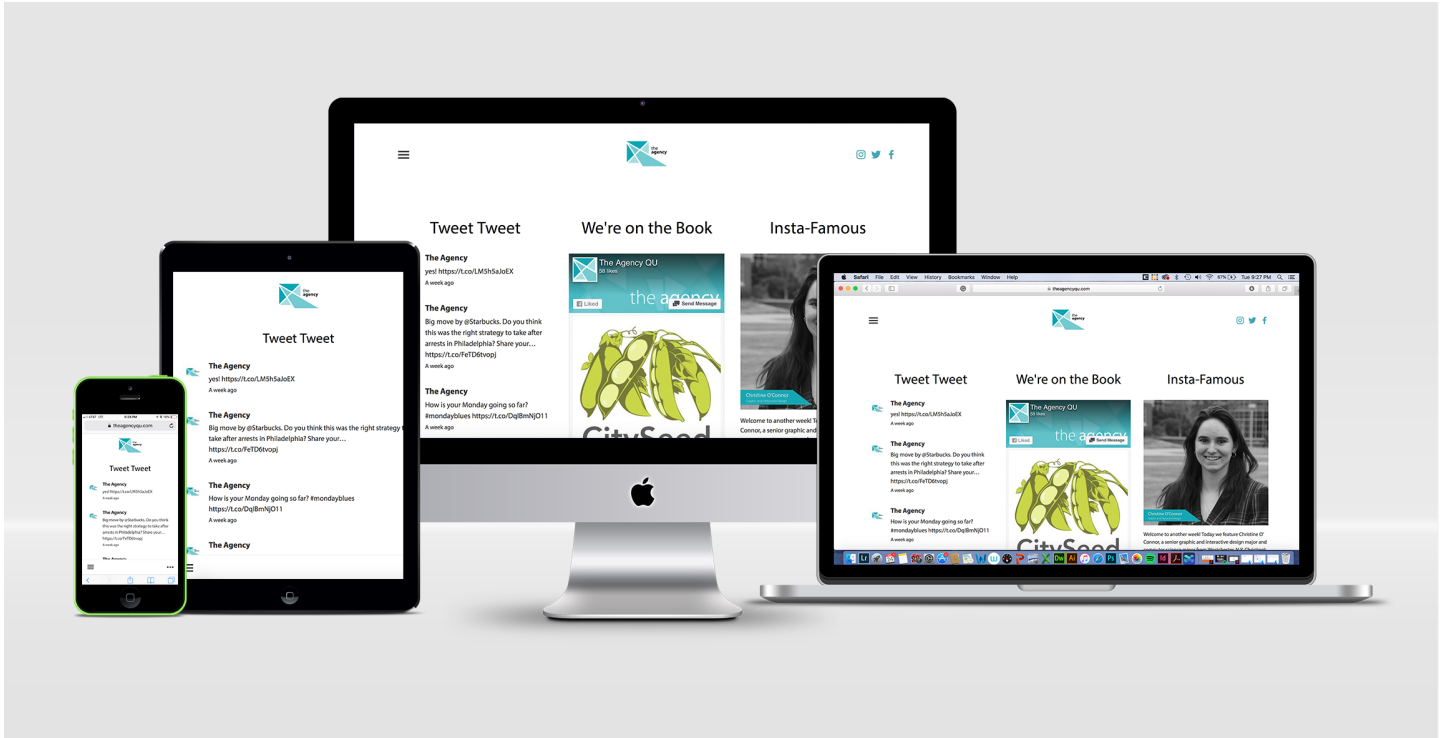
Web & Print

Our brand criteria can be seen used throughout all of our finalized materials. The Agency has a solid foundation to grow on and can be recognized throughout all of our platforms.

Social Media

Social Media

Quotes

Logo Background
Opacity 10%
5 x 5 Inches

Quote with graphic
Small font 17px Regular
Large font 34px Bold
(may alter font for longer or
shorter quotes)

"Design is intelligence
made visible."
- Alina Wheeler

Quote without graphic
Small font 15px Regular
Large font 24px Bold
(may alter font for longer or
shorter quotes)

"It takes 20 years to build a reputation and five
minutes to ruin it. If you think about that, you'll
do things differently."
- Warren Buffet

Author of quote
Font 13px Regular

the agency

Logo Text
the: regular, agency: bold
Font: 12px

the agency

Brand Guidelines

We created brand standards based on the print and web materials we created. Our brand book outlines everything from typography and color to content style and tone. This guidelines can be used for future designers and copy writers in the Agency in order to maintain a uniform style throughout all media outlets.

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Amanda Pullano
apullano16@gmail.com
www.amandapullano.com

Christine O'Connor
oconnorc95@aol.com
www.christinesconcepts.design