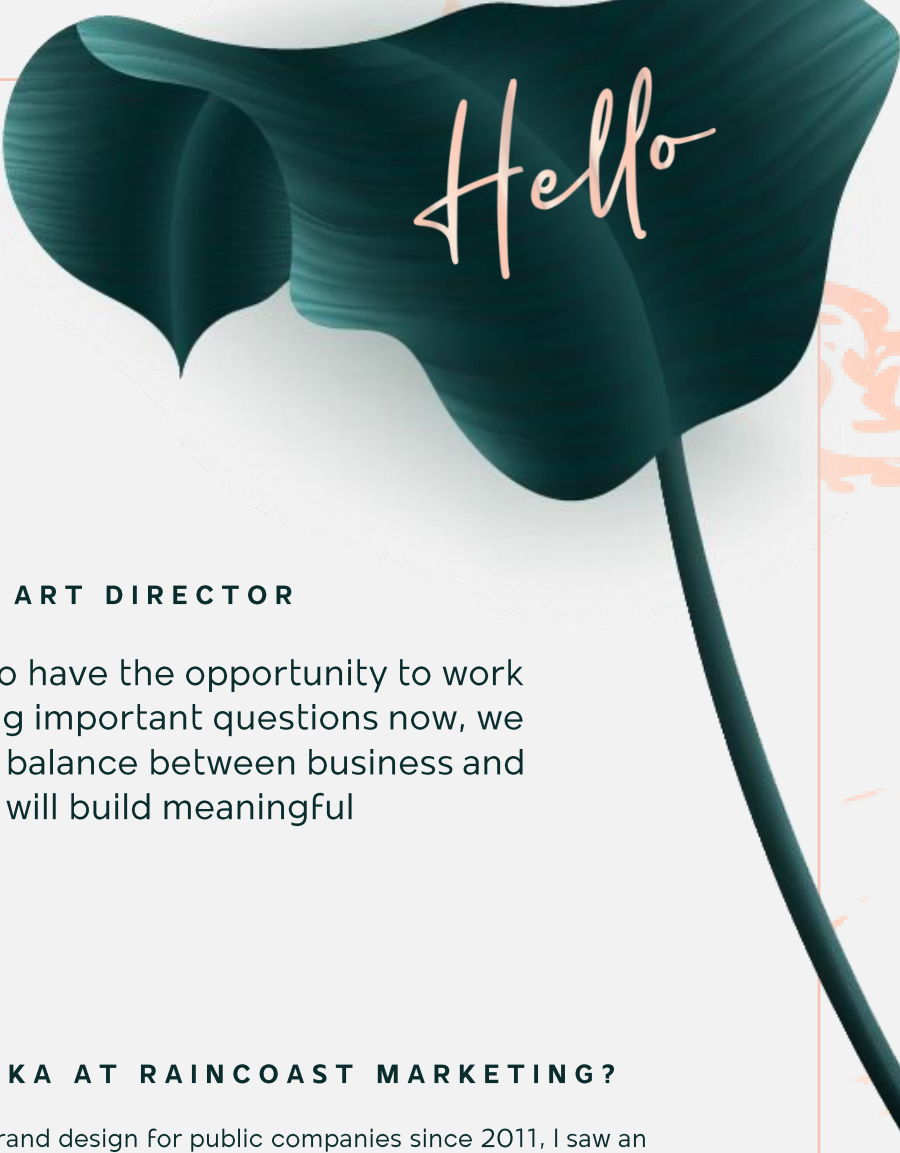




BRAND DEVELOPMENT

CLIENT WORKBOOK

www.raincoastmarketing.com



Hello



MISHKA GOUNDEN, ART DIRECTOR

"It will be a privilege to have the opportunity to work with you. By answering important questions now, we will strike the perfect balance between business and art through which we will build meaningful relationships."

WHY CHOOSE MISHKA AT RAINCOAST MARKETING?

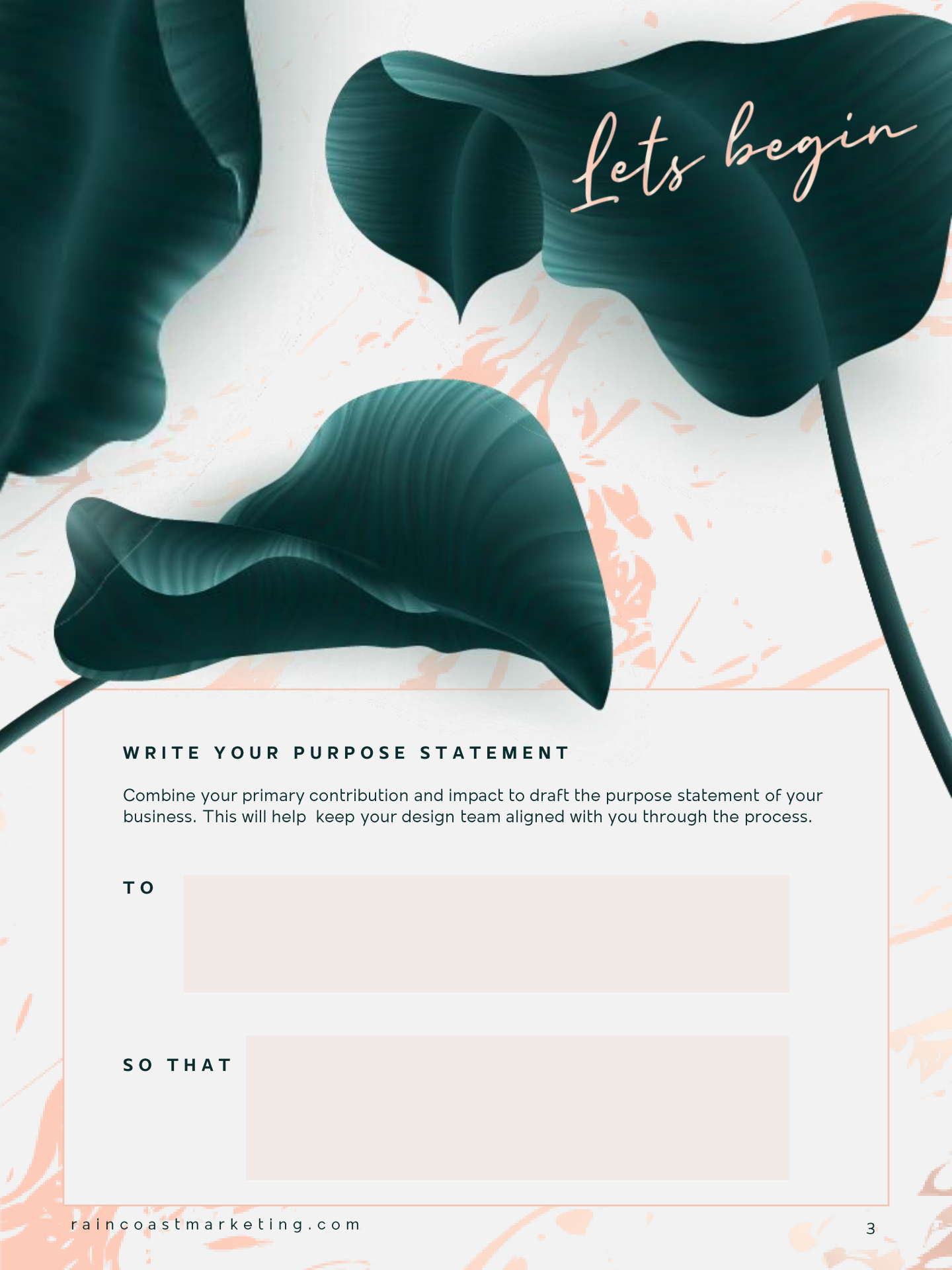
While specializing in logo + brand design for public companies since 2011, I saw an opportunity to respond to the growing bubble of world-class venture capital companies headquartered in the heart of Vancouver's mining and tech hub. I strive for original concepts that have a hand-to-wallet reflex and I don't mind working extra hard to get there.

WHAT IS A CLIENT WORKBOOK?

This is a step-by-step guide to building a brand strategy with absolute minimum theory and maximum practicality. Developing a brand strategy can be a daunting task, but when we have a clear process and the right toolkit — it's fairly easy.

WHAT WILL WE GAIN?

A clear path to success and consistency.



Lets begin

WRITE YOUR PURPOSE STATEMENT

Combine your primary contribution and impact to draft the purpose statement of your business. This will help keep your design team aligned with you through the process.

TO

SO THAT

Step 1

STATE YOUR INDUSTRY AND / OR SECTOR

Step 2

DEFINE YOUR TARGET AUDIENCE

Step 3

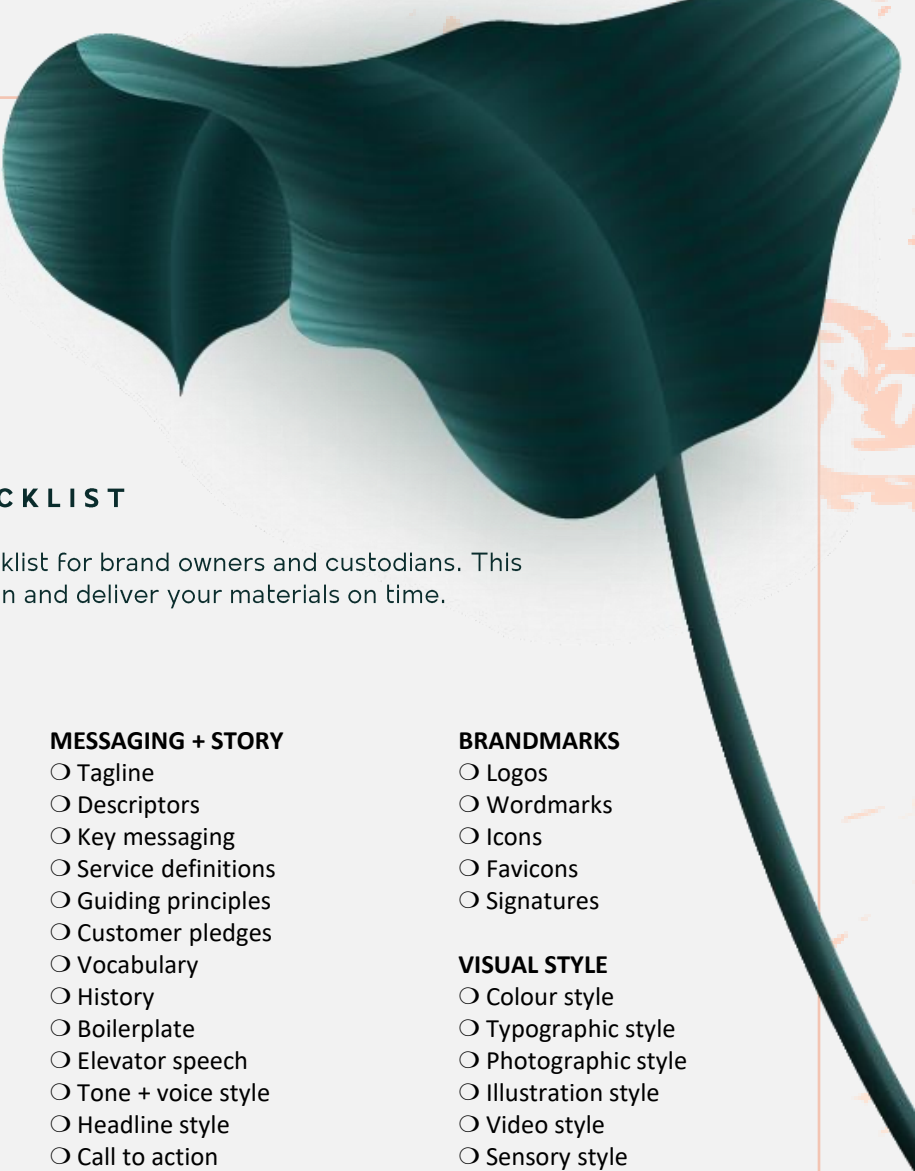
LIST YOUR COMPETITORS

Step 4

BUILD A HIERARCHY OF PRIORITIES

99% OF PEOPLE SKIP THIS EXERCISE

	BRAND CORE	POSITIONING	BRAND PERSONA
PURPOSE	E.g. To attract acquisition.	E.g. Pharmacies and investors.	E.g. Positive and empathetic.
VISION	E.g. To offer alternative pain relief.	E.g. Pharmaceutical or healthcare.	E.g. Together we are stronger.
VALUES	E.g. Sustainability and respect.	E.g. Launch website within 90 days.	E.g. "Yours, mine, ours"



BRAND AUDIT CHECKLIST

Here's a comprehensive checklist for brand owners and custodians. This will help your design team plan and deliver your materials on time.

1. STRATEGY + STORY

RESEARCH + INSIGHTS

- ☐ Audits
- ☐ Persona
- ☐ Segmentation
- ☐ Workshops
- ☐ Research, trends & insights
- ☐ Testing

COMMUNICATION STRATEGY

- ☐ Marketing strategy
- ☐ Sustainability strategy
- ☐ Personal branding strategy
- ☐ Communications strategy
- ☐ Content marketing strategy
- ☐ Brand launch strategy
- ☐ Brand champions / ambassador strategy
- ☐ Customer engagement strategy
- ☐ Brand awareness strategy
- ☐ Touch-point strategy

BRAND DEFINITION

- ☐ Mission statements
- ☐ Vision statements
- ☐ Value proposition
- ☐ Positioning statement

MESSAGING + STORY

- ☐ Tagline
- ☐ Descriptors
- ☐ Key messaging
- ☐ Service definitions
- ☐ Guiding principles
- ☐ Customer pledges
- ☐ Vocabulary
- ☐ History
- ☐ Boilerplate
- ☐ Elevator speech
- ☐ Tone + voice style
- ☐ Headline style
- ☐ Call to action

BRAND ARCHITECTURE

- ☐ Corporate, umbrella and family brands
- ☐ Endorsed and sub-brands
- ☐ Product brands

2. IDENTITY

NOMENCLATURE

- ☐ Naming
- ☐ Product names
- ☐ Process names
- ☐ Service names
- ☐ Titles
- ☐ Abbreviations
- ☐ URLs
- ☐ Social handles

BRANDMARKS

- ☐ Logos
- ☐ Wordmarks
- ☐ Icons
- ☐ Favicons
- ☐ Signatures

VISUAL STYLE

- ☐ Colour style
- ☐ Typographic style
- ☐ Photographic style
- ☐ Illustration style
- ☐ Video style
- ☐ Sensory style

CONCEPT TESTING

- ☐ Prototyping
- ☐ Story boarding
- ☐ Mock-up applications

GUIDELINES

- ☐ Brand Brief – strategy
- ☐ Brand Brief – visual
- ☐ Brand Brief – voice
- ☐ Brand Style guidelines – digital or print
- ☐ Logo guidelines
- ☐ Colour palette guidelines
- ☐ Typography guidelines
- ☐ Photography guidelines
- ☐ Illustration guidelines
- ☐ Sensory guidelines
- ☐ Application guidelines

3. EXPERIENCE

BUSINESS PAPERS

- ☐ Business cards
- ☐ Letterhead
- ☐ Templates
- ☐ Envelope
- ☐ Notepads
- ☐ News releases
- ☐ Mailing labels
- ☐ Announcements
- ☐ Invitations
- ☐ Cards
- ☐ Forms
- ☐ Presentations
- ☐ Labels

DIGITAL COMMUNICATIONS

- ☐ Email templates
- ☐ Email signatures
- ☐ Social networks
- ☐ Website
- ☐ Blog
- ☐ Video
- ☐ Animations
- ☐ Banners
- ☐ Apps

SALES + MARKETING

- ☐ Announcements
- ☐ Advertising campaigns
- ☐ Annual reports
- ☐ Call centre scripts
- ☐ Direct mail
- ☐ FAQs
- ☐ Investor relations materials
- ☐ Newsletters
- ☐ News releases
- ☐ Posters
- ☐ Postcards
- ☐ Press kits
- ☐ Public relations materials
- ☐ Membership collateral
- ☐ Seminar literature
- ☐ Surveys
- ☐ Sales + product literature
- ☐ Sales scripts
- ☐ Presentations
- ☐ Proposals

PRESENTATIONS + PROPOSALS

- ☐ Vertical covers
- ☐ Horizontal covers
- ☐ Interiors grid
- ☐ Templates
- ☐ Imagery

ENVIRONMENTAL APPLICATIONS

- ☐ Internal signage
- ☐ External signage
- ☐ Interior Design
- ☐ Flags
- ☐ Banners
- ☐ A-Frames

EXHIBITS:

- ☐ Trade Show booth
- ☐ Banners
- ☐ Point of purchase
- ☐ Name tags
- ☐ Presentations

VEHICLES:

- ☐ Van signage
- ☐ Car signage
- ☐ Bus signage
- ☐ Plane signage
- ☐ Truck signage

RETAIL

- ☐ Packaging
- ☐ Promotions
- ☐ Point of sale
- ☐ Displays
- ☐ Interactive demos
- ☐ Bags
- ☐ Boxes
- ☐ Labelling systems
- ☐ Stickers
- ☐ Wrapping paper
- ☐ Merchandise
- ☐ Product design
- ☐ Apparel

PACKAGING

- ☐ Legal considerations
- ☐ Package sizes
- ☐ Package grids

- ☐ Product signatures
- ☐ Labelling systems
- ☐ Boxes
- ☐ Bags
- ☐ Cartons
- ☐ Promotions

SOCIAL NETWORKS

- ☐ LinkedIn
- ☐ Facebook
- ☐ Twitter
- ☐ Pinterest
- ☐ Instagram
- ☐ YouTube
- ☐ Vimeo

EPHEMERA

- ☐ Shirts
- ☐ Caps
- ☐ Ties
- ☐ Pens
- ☐ Note pads
- ☐ Client gifts
- ☐ Etc.

UNIFORMS

- ☐ Winter
- ☐ Spring
- ☐ Summer
- ☐ Autumn
- ☐ Rain gear

IMAGE LIBRARY

- ☐ Photography
- ☐ Illustration
- ☐ Video

4. ADVISORY

ASSET MANAGEMENT

- ☐ Launch management
- ☐ Campaign management
- ☐ Production management
- ☐ Content standards
- ☐ Best practice guidelines
- ☐ Brand champion guidelines
- ☐ Sales team toolkits
- ☐ Media relations toolkits

"A brand is a person's gut feeling about a product, service or company."

- Marty Neumeier, *Director of CEO Branding for Liquid Agency*

NEXT STEPS

- Identify decision makers.
- Estimate scope.
- Accept proposal that aligns with client needs, timelines, and objectives.
- Sign contract that outlines products and services included, all legal agreements, and payment terms.
- Set expectations and a firm deadline.
- Deliver all promises.
- Follow up and measure results.