

THE BRANDWORKS APPROACH AND STRATEGIC PLAN PROCEEDS IN 4 PHASES

BRIEFING

BRANDEVELOPMENT - HEARING ALL THE ESSENTIALS

The more we understand the essential characteristics that merge to make your company unique and a success, the better the result will be.

Knowing all the relevant information about your company profile is very important to our getting to know your brand from inside and out.

The briefing stage establishes a clear perspective on the opportunities and challenges that define in creating your brand image development. It is the centric point from where we can set the course for the brand direction.

The full briefing and scoping session is an essential ingredient to ensure we fully understand and interpret the project requirements.

THE PROCESS

- Brand Understanding discussion (foundation)
- Brand Review
- Market Research & Analysis / Strategy
- Identify Benchmarks
- Benchmark & Competitive Audit Review
- Understand Client Journey
- Aspirational Competitive logos or Identities
- Proposition & Positioning

IDENTIFICATION

BRANDEFINITION - THE BIG PICTURE WHERE LESS IS MORE

The key to great brand building and great results is to establish the core focus on each assignment with a clear view and a clear target.

In the area of corporate logo design and / or rebranding, the ' Brief ' becomes distilled into a ' one-page essential points ' document with refined statements and goals. This is where the big picture converts into defined targeting . . . where less is more, but the entire frame is kept in focus.

Less is truly more when it comes to great logo design. It's not a mistake that some of the most valuable companies in the world today (according to Forbes Magazine) have chosen simple logo designs. ie. Nike, Apple, FedEx, Unilever, Guinness, Ryanair.

It is important that we understand not only your ' what ' and your ' how ' but also your ' why ' to ensure that we can correctly build and deliver an effective and inspiring brand identity for you . . . and with you.

REFINEMENT ON THE BRIEF

It is from here that we apply our creative and strategic minds to set the framework for the brand image to meet your goals.

- Desk research / review of market
- Competitive analysis
- Local and International Benchmarking
- Clear Brand Positioning
- Tone, Directions etc.
- Rationale for new updated refreshed brand
- Your new image should suggest confidence, professionalism and have a modern and distinctive look.
- It should reproduce successfully across all mediums.

CREATION

BRANDESIGN - CREATIVITY WORKS

Of all the factors that are within the marketer's sphere of influence, creativity is the most important. Creativity has a quantifiable influence on marketing effectiveness. It is fundamental to have your logo identity and corporate image reflecting your company in the most positive graphic form.

Great Logos give your business an added advantage as a brand identity. Research has shown (MIT Sloan) that well designed, simple logos present a great opportunity for a company to communicate directly with customers and to foster a strong, positive visual association with a business and its products or services.

A strong, well-designed logo also serves as an easy way for your consumers to quickly think of your business. This recall is essential when it comes to choosing your business over your competitors.

In designing your new logo, we will consider the ongoing connection that your new image will play in your overall corporate plan. It is vital to create an identity for you now that will sit comfortably in the greater brand-building matrix.

Production of a new corporate logo needs to evolve through a considered strategy. This must be undertaken with an informed view and as an integral part of the brand building process.

DEVELOPMENT OF THE LOGO IDENTITY IMAGE

- Design Concept Generation
- Creative Design Options
- Look & Feel
- Style & Tone of Voice
- Creation of corporate strapline (if required)
- Modular container design mechanism to accommodate Company Divisions in conjunction with new corporate flagship logo.
- Keep it simple

IMPLEMENTATION

BRANDELIVERY - BRINGING YOUR NEW BRAND IMAGE TO LIFE

FINAL LOGO DESIGN DEVELOPMENT :

- Select and agree on Final Logo Design imagery.
- Agreement & refinement of Core Brand Final Identity
- Sign off on Final Logo Design imagery.
- Brand framework.
- Tone of voice - Logotype
- Mark - Visual Language
- Typography - Colour palette

PRODUCE MASTER LOGOS :

- Full Colour and Black & White Logos
- Version A. on a white background
- Version B. on dark background
- Colour and Black & White on dark backgrounds
- House Style
- Image style
- Logo usage, Corporate Guidelines & Disciplines Booklet.
- Visualisation to key collateral Design Development (tbd).

BRANDDISCIPLINE - IMPLEMENTATION

Brandworks will prepare a Corporate Guideline & Discipline booklet to ensure a consistency of the brand image usage. The new logo identity can then be rolled out across the various brand channels.

- Administrative Communications
- Printed Communications
- Branded Environment
- Digital Communications
- Staff Engagement
- Logo Identity Brand Guidelines

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