

Design Process

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*Image
Creation*



Investigation

Questionnaire
Internet Research
Stakeholder Meetings

Analysis

Brand SWOT
Target Audiences
Competitors
References

Positioning Statements

Vision
Values
Purpose
Benefits
Personality
Essence

Naming Strategy

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Typeface Palette
Illustration Style
Photography Style
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Interaction Style

Brand Language

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Materials Palette
Soundscapes
Smells

Core Assets

Identity Guidelines
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Content Assets

Copy Platform
Illustration
Photography
Video Content
CG Image/Animation

Materials

Stationery
Brochure-ware
Web Applications
PDF Documentation
Social Media Pages
Direct Mail
Posters & Hoarding
Signage & Wayfinding
Clothing

Brand Positioning



Investigation is primarily through: (1) discussion conducted with key stakeholders; (2) first-hand experience of the product or place to be branded; and, (3) related internet research. The aim is to define the brand from both a rational and emotional perspective. This is achieved through an understanding of: (1) the product's strengths & weaknesses; (2) the solution it offers the target audience; and, (3) the market competition.

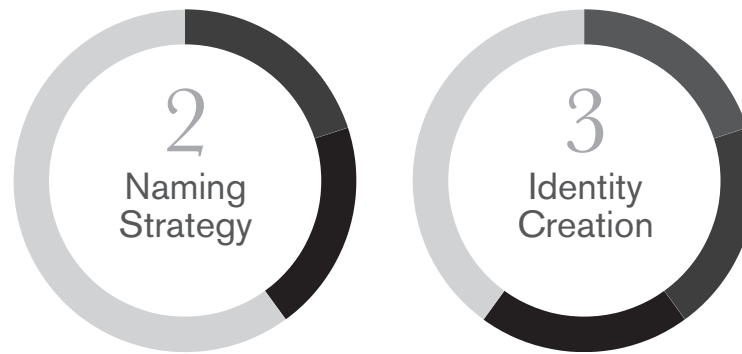
This process is important to undertake whether your brand is a business, a building or a biscuit. It ensures the creative work is reliably and honestly informed.

After careful evaluation, the brand positioning is described, typically using the following categories:

Internal:
Vision | Values | Purpose

External:
Benefits | Personality | Essence

Brand Identity



A long-list of potential names for the brand is generated using the four categories below. All the names are considered with respect to the brand positioning. The 'essence' statement from the positioning phase often translates directly into potential tag-lines for the brand.

1. Legacy - related historic people, places and events - eg: Sainsburys.
2. Explicit - says exactly what you do on the tin - eg: Burger King.
3. Implicit - says what you do (or how you do it) in a more oblique way - eg: Google.
4. Abstract - random unconnected word or conjoined words - eg: Orange / Kodak.

Some names can be compounded to straddle category groupings, for example: Legacy + Explicit = Zaha Hadid Architects.

Brand hierarchy (the naming strategy for related sub/sister brands) and creative options for URLs are also developed during this stage of the process.

Brand Material



The logo artwork pack (including size, colour and file type variations) is often the first asset to create.

The 'brand identity guidelines' document is the key asset to create. It acts as a reference for the styling of all design material and explains how the logo should be used in different situations.

Other assets that typically require creation:

- Copy Platform
- Illustration
- Photography
- Video Content
- CG Image/Animation

The materials include some or all of the created assets, styled in accordance with the 'brand identity guidelines'.

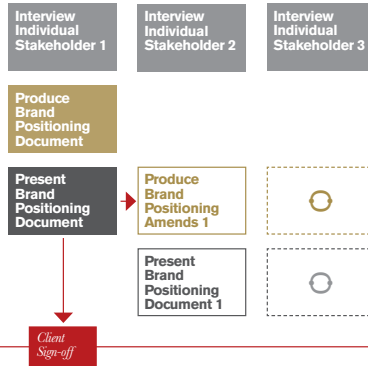
Material requirements may vary widely from project to project. A communication plan can be created to help define which media channels and content type will target the desired audience most effectively.

Core materials typically include:

- Stationery
- Brochure-ware
- Web Applications
- Social Media Pages
- Direct Mail
- Posters & Hoarding
- Signage & Wayfinding
- PDF Documentation
- Clothing

Measurements can be put in place to determine the effectiveness of the materials, enabling any necessary updates and development to be planned accordingly.

Brand Positioning Investigation & Positioning



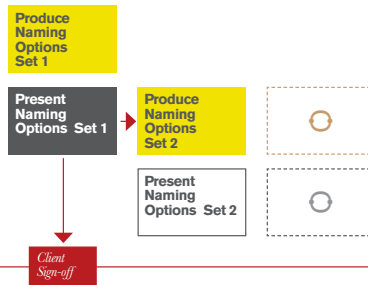
Brand Positioning Document

The purpose of this document is to define the brand from both a rational and an emotional perspective. We individually interview key stakeholders, to understand the brand's strengths & weaknesses, audience & competitors; and, to create the following descriptions:

Internal: Vision | Values | Purpose
 External: Essence | Personality | Benefits

These business-critical descriptions form the backbone to creating a coherent visual identity for the brand.

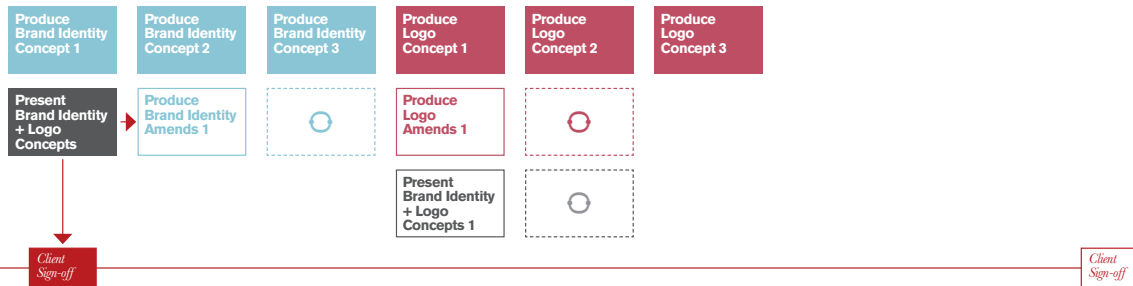
Brand Identity Naming Strategy



Brand Identity Concept

Identity concepts take a single 'big idea' or theme and map them from moodboard stage through exploratory design and finally to loose design implementation on relevant materials (be it website, stationery or signage design etc).

Brand Identity Concept Design



Brand Identity Guidelines Document

The brand identity guidelines document acts a reference for your brand. It contains detailed specifications and usage guidelines for all aspects of the visual identity and logo. Where possible example design applications will be included, even if conceptual.

Brand Material Asset Creation



Logo Artwork Pack

The logo design, normally with type and symbol elements tends to be the first piece of branded visual material created.

Final artwork pack includes all logo variations (size, format and colour) in both jpeg and vector-based scalable artwork.