DEVELOPING A STRONG BRAND

CLARITY. AUTHENTICITY. LONGEVITY.



CLARITY

The Creative Brief





ABOUTYOU/YOUR ORGANIZATION

What kind of service/product/art form do offer?

How long have you been offering this service/product/art form in the community?

State a single-minded word or phrase that will appropriately describe your service/product/art form:



ABOUT YOUR MARKET

Who are your competitors/colleagues and what do you think about their branding?

What sets you apart from your competitors/colleagues?

Describe your target market, who is your ideal participant (age, gender, socio-economic criteria, etc...)



What do you hope to accomplish with your new identity?

Where will your branding be used?



Do you have specific design elements that you would like to see incorporated into your logo/ branding (color, style, icons, imagery, etc.)?

Be prepared to explain the meaning behind these and how they relate to your service/product/art form/project.



Do you have a tagline or slogan?



What are your core brand values?

Be prepared to list 3 - 5 brand values.

Brand Value Examples: Teamwork, Compassion, Creativity, Collaboration, etc.

TIP: Google "Brand Value Examples Marketing" to explore lists others have put together to get ideas.



What personality attributes should your logo/brand communicate?

Feminine / Masculine Luxury / Economical Playful / Serious Young / Mature Modern / Classic Loud / Quiet



AUTHENTICTY

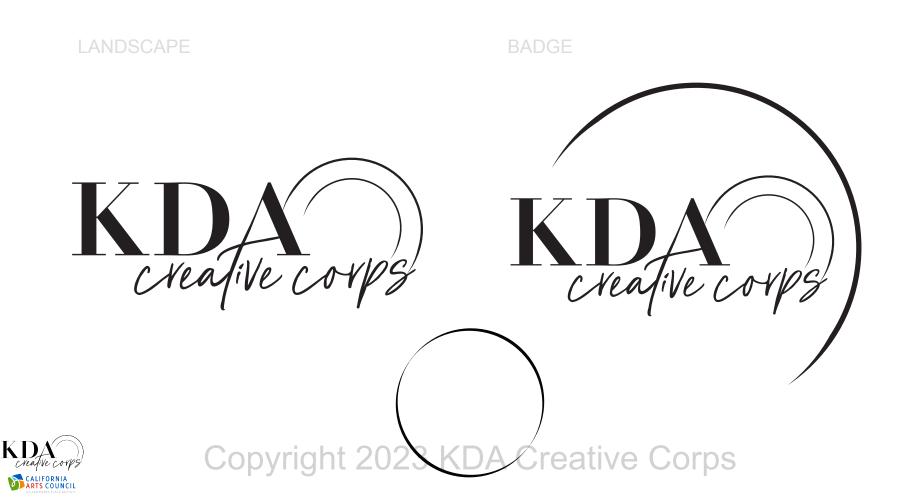
Dissecting a Brand | KDA CREATIVE CORPS















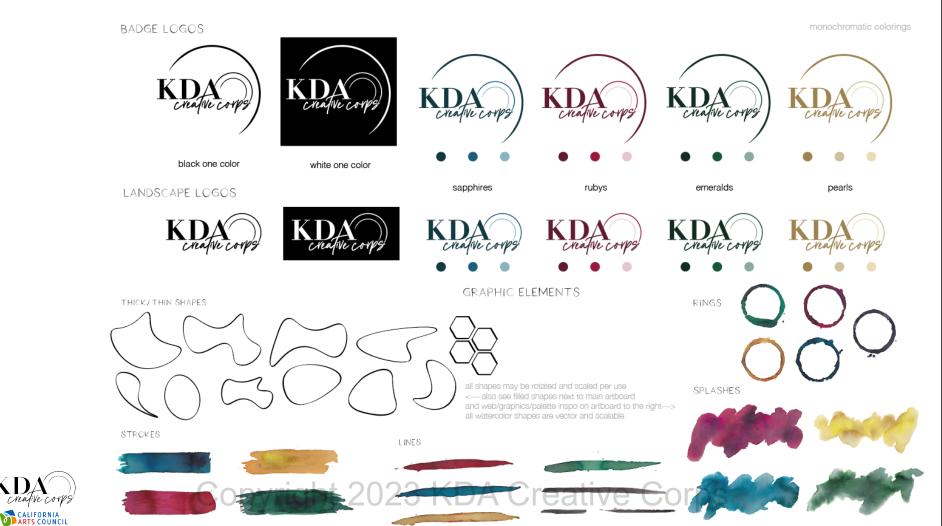
"I am mostly inspired by a variety of shapes and colors that can be used to represent all art forms from music to dance, theater to poetry, filmmaking to indigenous arts, and beyond!"

Andrea Hansen, KDA Executive Director / KDACC Program Director
From KDACC'S CREATIVE BRIEF







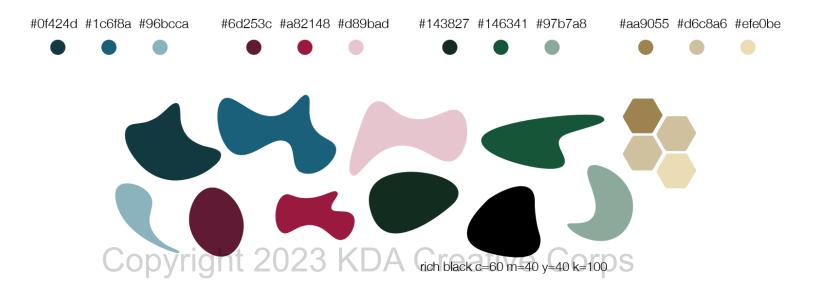


DIDOT (title text)

Meg regular (heavily modified for logotype)

Helvetica Neue (body text)

CALIFORNIA DREAMER (title text)





BADGE LOGOS

monochromatic colorings







LONGEVITY

Making Smart Choices at the Start





LOGO DESIGN TIPS FOR LONGEVITY







"1. Your logo should reflect your company in a unique and honest way.

What's the overriding trait you want people to remember about your business? Be clever, if you can, but not at the expense of being CLEAR."

- Entrepreneur.com

From 5 Cardinal Rules of Logo Design





"2. Avoid too much detail.

Simple logos are recognized faster than complex ones. Clean, simple logos reduce and enlarge much better than complicated ones."

- Entrepreneur.com

From 5 Cardinal Rules of Logo Design





"3. Your logo should work well in black or white (one-color printing).

If it doesn't look strong in one-color (black or white), it won't look strong it any color. Also keep in mind that some printing costs (like screen- printing) for four-color logos are often greater than that for one- or two-color jobs)."

- Entrepreneur.com

From 5 Cardinal Rules of Logo Design





"4. Make sure your logo's scalable.

It should be aesthetically pleasing in both small and large sizes, in a variety of mediums. A good rule of thumb is the "business card/billboard rule": Your logo should look good on both."

- Entrepreneur.com

From 5 Cardinal Rules of Logo Design





"5. Your logo should be artistically balanced.

The best way to explain this is that your logo should seem "balanced" to the eye--no one part should overpower the rest. Just as a painting would look odd if all the color and details were segregated in one corner, so do asymmetric logos. Color, line density and shape all affect a logo's balance."

- Entrepreneur.com

From 5 Cardinal Rules of Logo Design

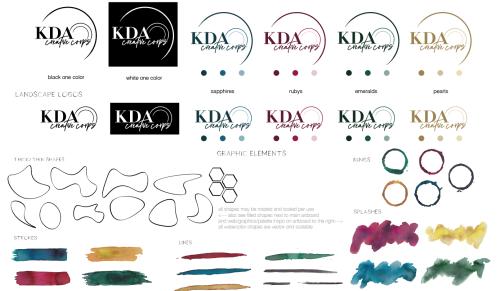


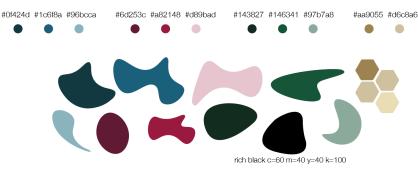
BRAND STYLE GUIDE

This is an important step in protecting your brand, ensuring consistency, and safeguarding your brand's impact in the market (and not letting it get watered down by improper usage). You'll want to establish a clear brand style guide that not only explains **how your brand should be presented** in all situations, but also **how it should not** appear.



BADGE LOGOS





all shapes may be rotated and scaled per use (coloring just for fun, any shape can be any color)

DIDOT (title text)

Jules regular (heavily modified for logotype)

Helvetica Neue (body text)

CALIFORNIA DREAMER (title text)



IN CONCLUSION

The more cohesive your brand experience is, the more powerful and valuable your brand will become...and you will be better able to connect with those it is meant to serve.



CONTACT

Nancy Lynn Miller KDACC Creative Director nancy@kdacreativecorps.org kdacreativecorps.com

