

the visual brand brief



Name:

Date:

Let's talk about your visual brand

Our goal over the coming weeks is to build a visual brand that represents your organization, and resonates with the people you want to reach and influence. In order to do that, we're going to have to get to know both you and your audience.

Please follow the prompts on the subsequent pages to share as much info as you can. Your answers don't have to be perfect. Just braindump, anything that comes to mind, and we'll work through with you to figure out what is most important. You've got this!

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Before we get started...

Here are a few important notes to help you make the most of this document...

OPENING THE PDF

- Download the PDF to your computer rather than using it in the web browser.
- Make sure you have a PDF reader on your computer or device. We recommend Adobe Reader ([grab it for free here](#)).
- Once you're all set with a PDF reader, click on the activity sheet icon (right click for PC, control-click for Mac) and download or save as.

WORKING DIGITALLY

- Many of our activity sheets are editable, which means you can type right into the document and save your changes.
- **BIG IMPORTANT NOTE – make sure you've opened your activity sheet in Adobe Reader before you begin to type in your work otherwise you might not be able to save your changes.**
- If you want to do a quick check, type a few words into a field, hit save, close the PDF, and then reopen to check that your work is still there.
- To ensure you don't lose any of the juicy goodness you've added to your brief, make sure to hit save every so often – and definitely before closing the document!

WORKING WITH PEN AND PAPER

- We love this method too. Just because you can save your work in the PDF doesn't mean you have to. Studies actually show that writing out thoughts, ideas, and brainstorms long hand is significantly more powerful than typing.
- If this is your preferred way to go simply open the briefing questionnaire within Adobe Reader, print the document and use the blank spaces to record your answers. When you're done, scan your document and send it over to us.

01

Let's talk about you

There's no getting around it. Your brand is you. So we need to start with you. We want to learn more about your organization - who you are, what you do and why you exist and how you are different from your competition.

Ready? Let's get started...

01 — About you

About your organization

Brand name:

Tagline:

Website URL:

Postal address:

Tell us about your organization in a sentence or two?

ie. What do you do, for whom and why?

Where else can we find your organization online?

ie. social media accounts, online directories etc

01 — About you

About your people

Who founded your organization? When and why?

How many people work for your organization now?

What sort of words would they use to describe your organization?

01 — About you

About your products or services

What are the key products or services you offer?

Who are your key competitors?

What is your main point of difference from these competitors?

02

Let's talk about your audience

Your brand needs to create an impression, and put your audience in the right frame of mind to listen to what you need to say. So it's important that we understand who they are, what is going on for them and how your products or services make their lives better.

02 — About your audience

About your primary audience

Tell us about the primary audience your organization serves

Who are they? How old are they? Where do they live? Where do they work?

What other brands do they interact with or are influenced by?

Where do they shop? What do they read, watch or listen to? What social platforms do they use? What clubs or associations are they members of? Who do they admire or look up to? What other businesses or organizations do they interact with?

02 — About your audience

What sort of challenges do you help them overcome?

What frustrations, niggles or problem does your product or service help solve?
What negative emotions might they be feeling prior to working with you?

What desirable outcomes do you help them achieve?

How is their life better or easier after interacting with your product or service? What positive emotions might they feel after working with you?

02 — About your audience

What hesitations might they have about working with you?

Are they hesitant about the cost, or the time it might take? Could they be dubious about the results you can deliver? Might they want to considering other options? What other fears or concerns might they have?

Who else might influence their decision to work with you?

Do they need to get buy in from a spouse or stakeholders? Will they talk to friends or colleagues before making a decisions?

03

Let's talk

Logo Identity

Now for the fun stuff!

Let's talk about how your Logo Identity needs to make people feel, and what it might need to look like in order to make them feel that way.

03 — About your Logo Identity

Core Brand Values

What are the three core values your logo should communicate to your audience?

Visual Preferences

Are there any specific symbols, colors, or fonts you associate with your brand's identity?

Inspiration

Can you provide examples of logos you admire and explain what you find appealing about them?

03 — About your Logo Identity

Please spend 30–60 minutes on Pinterest assembling some visual inspiration that you believe evokes these feeling for you

Specifically we'll need 3–5 examples of each of the following elements:

- imagery / photography
- colour palettes
- website layouts
- logos

Importantly - there is no way to get this activity wrong. What you collate now is simply a starting point from which we can continue to explore and experiment together.

Please provide a link to your Pinterest Board below:

Brand Personality

How would you describe your brand's personality (e.g., innovative, trustworthy, pioneering)?

Application

Where will your logo be primarily used (digital, print, merchandise)?

Imagery creation

Considering the essence and core values, could you identify three nouns that best encapsulate the company's identity and mission?

Is there anything else you'd like to tell us?

03 — About your Logo Identity

**Created with love by
TIB Creative Studio.**

Find out more at tibcreativestudio.com