

Planning Checklist

Brand Development

PROCESS /

Brand design and architecture requires foresight to see both the future direction of the brand and the current position of the brand. Branding requires the consideration of undeveloped delivery technologies and media channels.

A brand is not a logo, it's a memorable experience that differentiates and inspires action. Brand is a visual experience, a philosophy, an emotion. Well-considered, well-designed brands help companies grow and gain market share. There are numerous factors that have to be considered when developing a brand.

CHECKLIST /

BUSINESS & ORGANIZATIONAL

- What is the business value of the brand? E.g. What is the brand investment worth?
- What are the current business requirements? And future growth goals?
- Audience: Who are they now? Will the audience change? What are their interests, what makes them buy?
- Will the brand have divisions? Will there be co-branding/partnering? Will it feature along side brands/sub-brands/other external brands? Consider future applications.
- Is the research complete? Do we understand the competitive landscape?

BRAND APPLICATIONS

- which types of media will be used? (e.g. digital, print, websites, social media, video, television, radio, etc).
- Will we be doing creative advertising campaigns?
- Is earned media (PR) a consideration?
- What is the environmental impact? (e.g. the printing or digital delivery considerations).
- What are the rough budgets for digital and print delivery?
- What branded documents are needed? (e.g. letterhead, business card, internal/external forms).
- Will the brandmark be applied to promotional items? (e.g. pens, pencils, notepads, mugs, blankets, vehicles, bikes, planes, boxes, bags, bottles, cases, display pieces, coupons).

BRAND USE & MANAGEMENT

- Who will manage the brand? Who will be using the documents and the the brand standards manual?
- Who will be updating branded materials? In-house or agency? Which materials?

MESSAGING CONSIDERATIONS

- What is the story of the brand?
- How is the brand unique, how does it stand-out?
- What experience do we want this brand to create? What reactions, and what emotions do we want people to have?
- Do our key messages speak to the audience? Are they consistent?

DESIGN CONSIDERATIONS

- What are the various elements of the brand? How will we name them?
- Which brand elements need to stay consistent and which can vary?
- How will the brandmark be featured? (e.g. horizontal, vertical, reverse, large, small, one-colour, indoor, outdoor, online, printed, embroidered, etc).
- Colour palette: will it work for the audience / can it accomodate growth? / is it easy to use? Does it translate well into print and web?
- Photography: Is there to be a branded style of photography? How is it shot? How is it treated? How often will it be updated?
- Illustration: Is there to be a branded style of illustration? How is it unique?
- How will we maintain consistency across the brand? (E.g. Contact information, URLs, taglines, registered/trademarks, copyright information, type styles, photo/illustration/graphic treatments, etc.).

If you found this helpful, please let us know!

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