

B I C R V | *Design Brief*

LET'S WORK TOGETHER

This design brief is an opportunity for you to help me better understand your brand and what people think of it. You do not have to answer all of the questions, but the more you answer, the better I will be at delivering you an excellent product :)

1. What Do You Have to Start With?

A BUSINESS NAME, OR MORE?

Not every client starts from zero. If you are already an established business, or at the very least have an idea floating around in your head, I would like to hear about it. Something as simple as a color palette could help guide me in the right direction for your project. Therefore, please don't hold back even the smallest of ideas.

EXAMPLES OF WHAT COULD HELP

<i>Color Palette</i>	<i>Trends</i>	<i>And so on...</i>
<i>Logo Ideas</i>	<i>Your "Why"</i>	
<i>References</i>	<i>Favorites</i>	
<i>Name Ideas</i>	<i>Services</i>	
<i>Products</i>	<i>Typefaces</i>	
<i>Location</i>	<i>Liked Shapes</i>	
<i>History</i>	<i>Mascots</i>	
<i>Dislikes</i>	<i>Animals</i>	
<i>Identifiers</i>	<i>Liked Objects</i>	

2. What Adjectives Best Describe Your Business?

POSSIBLE ANSWERS

There are tons of adjectives in the English language. But I am looking for words that evoke specific reactions. It helps to think of your business as if it were a person. What visual comes to mind when you think of a "cool" person? Now compare that to a "mysterious" person. See what I mean? Come up with at least 4 excellent examples of how you want your business to look and feel.

DONT'S

Professional	Beautiful
Clean	Pretty
Cute	Cool
Interesting	Awesome
Fancy	Different
Scary	Nice
Good	Big
Lucky	Cold
Strong	Hot

DO'S

Elegant	Frightening
Seasoned	Plain
Warm	Strange
Bookish	Knightly
Energetic	Glamorous
Concrete	Mysterious
Institutional	Scenic
Sparkly	Repulsive
Stormy	Corporate

3. *What services/products does your business offer?*

WHY IS THIS IMPORTANT?

Rather than focus on your industry, I want to learn more about your products/services. You might sell candles, but people don't think of candles when they buy them. They think about how it will make them feel and what it can do for them. Therefore, we are actually selling ideas. Candles are associated with warmth, luxury, peace-and the right kind can elevate a space. Your services/products also come with a set of feelings and visuals associated with them. By understanding the baseline of what emotions people naturally associate with your business, I can plan your branding to direct your audience to a new way of associating your business.

4. *What are three major goals of your business?*

A GOAL REQUIRES A PLAN

Your branding should align with your goals. A business does not generate an atmosphere over night. Walmart was not associated with good deals until it developed itself through consistency with their products and their branding. If I can see where you want to go, I can help you get there. This is how I will develop your brand strategy.

5. Who is your ideal client/ customer?

PUT YOURSELF IN THEIR SHOES

Understanding your customer's journey is the best way to give your business a hard reset. Who are the people you currently serve? Are they of a young demographic? Do they have extra money to spend? If they don't, how can we convince them to shop with you?

Approaching your customers with an "add value first" perspective, will dictate the choices we will make for your business together.

6. Who are your competitors?

I CAN DO WHAT YOU CAN DO

The same way we can learn from people that have been around longer than us, we can also learn from businesses that compete against us. What has worked for them? How do people feel about working with them? Be their customer for a day and think about all the things that they do right. Now we can apply your findings to our approach to your branding.

7. What is your expected deadline for this project?

TIMING IS EVERYTHING

A dream is an idea with no direction. A goal is an assignment with a deadline. Giving your project a deadline creates pressure, but it also gives the project realistic weight. Granted, I pride myself by finishing projects ahead of deadlines, but it is not always possible. Give me a time frame that you are not just comfortable with, but that also allows breathing room in case changes need to be made or the unexpected comes along and forces us to take longer.

8. *What does not resonate with your business?*

YOU ARE WHO YOU ARE NOT

The best way to figure out who you are, is to ask yourself who you definitely are not. When you think of your business, there are a certain things that you would never associate it with. Maybe you hate orange, I know that I do, so I would never use orange in my branding. It seems simple at first, but on a deeper level, orange is associated with risk, adventure, sunsets, hazards, and so on. If I do not like orange, you can surmise that I do not like taking unnecessary risks, among other things. But, also consider animals, places, objects, and more.

9. What is your best selling product/service?

GIVE THEM WHAT THEY WANT

Have you ever been to a place and there was one thing that they did or sold that you just couldn't get enough of? That one thing is usually what brings you back, every time. An amazing milkshake at an otherwise ordinary diner can make it memorable. When lightning strikes, it's your job to catch it in a bottle so we can learn to replicate its success.

10. *What is an object, place, monument, or concept that your business aligns with?*

MASCOTS, SYMBOLS, & ICONS

Some businesses stumble upon a figure on their own, or their customers bestow it upon them for any number of reasons. I came across a corner store in New York City that was locally known for a cat that walked in time and time again. Eventually it decided to stay and the owner took it in as their own. Customers quickly associated the business with the cat and some even considered it the new owner. You can strengthen your brand's memorability and customer loyalty by leaning into the things they already love about it. It is ok if you don't have one, but it's fun to think about and it can give your business some personality.