

Creative Brief

e.g. client name, background research, & audience

Brand Character

e.g. The Flying Apron is earnest, transparent, and innovative.

Brand Promise

e.g. We believe everyone should have choices. That's why we continually craft the best gluten free, vegan solutions.

Brand Positioning

e.g. For the informed eater, Flying Apron is the vegan and gluten free authority that offers infinite dining possibilities. Our brand is chosen because it uses gluten-free/vegan ingredients in a variety of new recipes, which provide great taste for gluten free dining. Out of the five major territories, most of our brand attributes fell under the “approach” category so we chose to focus on showcasing how we do things.

Brand Attributes

e.g. Gluten-free/vegan ingredients, Always experimenting with new recipes, Quality control over ingredients and taste, Culturally sensitive

What was your “Aha”
moment/discovery that you made while
working on this assignment?



Showcase your tonal territories,
your tonal territories with your visual
deconstruction and your concept
moodboard/concept board.

Talk us through 1–3 of your strongest ideas/concepts

Tonal Territories/*Visual Deconstruction*

Brand Concept Ideas/Final Concept Board

Name of your client
and your brand tagline

e.g. The Flying Apron: Indulge freely

Tell us why this final idea works for your client.

List of deliverables/touch points,
timeline for deliverables/touch points,
and logged hours for each
deliverable/touch point.

Brand Standards Guidebook

Include the guidebook from beginning to end

Show all deliverables/touch points

For presentation purposes, your deliverables/touch points can be part of your brand standards guide. You need not talk about the type, colors, logo clear space, logo dos & don'ts, unless it is something that will add value to your presentation.

What makes this project successful?

e.g. for The Old Spice rebrand it would be: Using quirky humor made the brand more approachable and likable to the target age 16 – 24 year old males.

Yeah! You are done.