

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

Next, showcase your tonal territories,
with your visual deconstruction and
your concept mood board.

the next few slides show what to provide for the above deliverables

Tonal Territories/Visual Deconstruction

Here's are sample tonal territories & their visual deconstruction

APPROACHABLE

Warm
Non-judgemental
Natural
Uncomplicated
No frills

Line

Hand-touched
Natural
Imperfect

Type

Simple
Open counters
Taller x-height

Photos

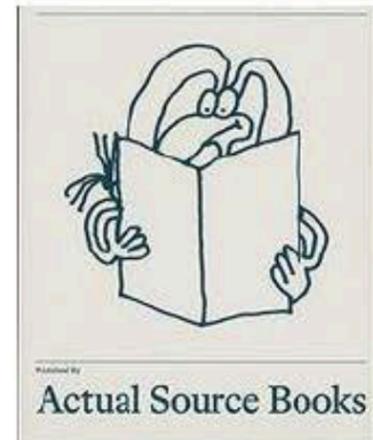
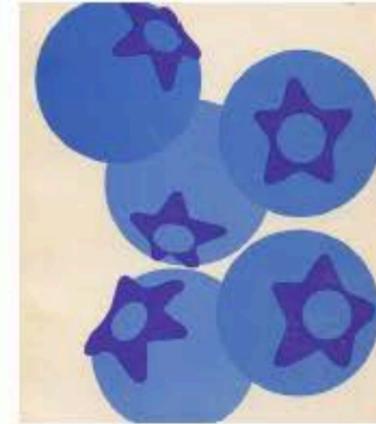
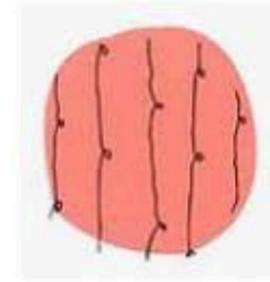
Warm tone
Subjects interacting
Natural light
Not staged

Color

Warmer tones
Secondary and tertiary colors
Earth tones

Background

Natural settings
Quiet



CONVERSATIONAL

Supportive
Engaged
Collective
Diverse

Shape
Layered
Interactive

Type
Round
Interactive
Intertwined

Photos
Directional
Coming together

Color
Range of hues

Background
Lack of negative space
Textured
Active



let's
talk



We're
not your
typical



MAKE
&
THINK



TRUSTED

Historic
Enduring
Transparent
Uncomplicated
Recognizable

Line

Geometric
Fine
Mechanical
Directional
Repetition

Type

Weighted/Bold
Stable
Contrast

Photos

No movement
Straight on
Depth

Color

Muted
Cool tones
Subtle pops of warmth
Broad fields

Background

Basic
Neutral / Off-white
Antiqued



Libé
Sans



Brand Concept Ideas

Show the brainstorming list of ideas you came up with...

APPROACHABLE	CONVERSATIONAL	TRUSTED
Open Round Unreserved Natural Tilted Welcoming Friendly Warm Non-judgmental No frills Simple Calm Engaging	Interactive Active Talking Diversity (colorful) Honest Language Discussion Touching On-topic Back and forth Passing Contact Intimate Group Camaraderie Mutual Respect	Bonds Security Leadership Transparency Straightforward Stability History Enduring Recognizable Consistent Knowledgeable Reliable Reputation Sturdy Authority Responsible Relatable
CONCEPT BRAINSTORM	Big talk All ... allowed Enduring camaraderie Open space Everything matters Dog Lives Matter Conversation starter Home is where the hearth is There's no place like BN ...knows best All the print that's fit to buy Say anything Read anything Consistent acceptance Smart friends Connections ...+... Global meeting Meet up Metro meet up Meeting of the minds Print to last	Mind meld(t)? Trust your gut A tried and true approach A Place/Space for all Something for everyone Exchange of ideas Media hearth Print brings people together Welcome mag Media temple Resources and respect Source material Community exchange Inviting discourse Encouraging discourse Third place Real talk Inviting real communication Inviting real Everyone's neighbor Your neighbor in the know The neighbor in the know

GENERATING A BRAND CONCEPT

Final Concept Board

Final Concept Board

**your.
neighbor
in the know**

SUPER CONVERSATIONAL, VERY APPROACHABLE,
AND YOU TRUST 'EM.



Name of your client
and your brand tagline

e.g. Bulldog News: Your neighbor in the know

Tell us why this final idea works for your client.

Write a sentence here why your concepts works for your client's brand.

e.g The concept combines the trusted and approachable tonal territories by using the symbol of a trusted friendly figure, like a neighbor, who has the real scoop of what is going on all around you. Bull Dog News is like your trusted neighbor because it is your local community's go to place to hang out and get/talk about honest news.

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



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.