

- \* Why should I develop a brand identity?
- \* Is it just a logo or is it more?
- \* Which agency and why?
- \* What's involved in developing a brand identity?

This information should help to answer these questions, if you have more please call or email me!

## WHY

The impact of your logo and corporate identity is far-reaching and influential. It's often the first and may be the only contact your potential customers have with your brand. Your logo will probably appear on everything you do and therefore should be taken seriously.

**Externally**, it's an opportunity to influence market perception and improve recognition and recall of your product or service. A strong and effective brand identity offers you a way to connect with your target market and develop trust and credibility. Most importantly, it will differentiate your offering from the competition in the minds of your customers and prospects. Without this strong differentiation your only hope is to compete on price and that is rarely ever sustainable.

**Internally**, it will change staff attitudes, increase 'ownership', improve morale and encourage referral and word of mouth promotion.

## WHERE

The brand appears on everything to help reinforce who you are "the best in the field", what you do "offer exceptional service" and why you do it "we're passionate about the industry".

Business cards, signage, vehicles, uniforms, stationery, website, emails, administration and accounting documents, sales kits, promotional gifts, mail outs, HR documents, sponsorship events, magazine and news publications and advertising are all components that feature your brand and help to deliver a consistent and unified story both internally and externally.

## HOW (5 stages)

The branding process usually progresses through the following five stages and can take from 2 to 12 weeks depending on the availability of the information, deliverables required and complexity of the offering.

1. Research      Qualitative interviews with relevant stakeholders, competitors analysis, industry scoping and trend assessment all pave the way for insightful creative.
2. Creative      Designers, motivated by enthusiasm and inspired by the freedom to explore, work within the boundaries of a clear and consistent brief to create concepts for your consideration.
3. Presentation      Visual ideas presented with a creative rationale to help understand the philosophy behind the art.
4. Appraisal      Your evaluation of the concepts as having a) satisfied the brief and b) provoking further thought.
5. Refinement      Final concepts delivered including the collaboration of the emotional and intellectual intelligence of all stakeholders.

## WHO (Justin Bruce)

When it comes to brand identity, design is the art and marketing is the science. A designer can develop a visually stunning artwork but without the understanding of how it functions in the market place it is simply expensive window dressing. When you contract Justin Bruce you get 15 years of experience of the art and science from a businessman who has been in your position many times over. Intelligent creativity supported by academic and practical experience will ensure the integrity and longevity of your corporate identity and market positioning.

I can advise you on improving your existing identity, or developing a new brand but please keep in mind that this is only the beginning of your journey. Implementing the brand across all the company touch points in all forms of media while maintaining unity and consistency is the tricky part. Don't worry, I can help with that too (you knew I was going to say that didn't you?)

If all this marketing jargon is sending you to sleep, please call me for a real chat on **0417 305 228**

The following packages have been designed to suit small to medium businesses like yours to get a head start with their branding.

When you are ready to take the first step building your new and original brand, please complete the 20 question survey over the page to let us know exactly what you expect, then send it back to us.

If you don't think you need the full package, please talk to us about what you require.

## **HOW MUCH?**

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My fee structure is simple, I charge \$120 per hour. I add a margin to all out-sourced work to cover my project management time and skills which is included in my quote. My invoices always match my quotes. Hourly work is estimated prior to commencing and I will regularly report on the hours spent so you can develop and adjust your budget accordingly.

*The following packages are costed based on anticipated hours usually required to achieve a great result.*

## **CORPORATE IDENTITY**

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**\$1500 Corporate Identity package involves the following:**

1. Together we complete a design brief including your needs and preferences with examples.
2. Two separate designers research and develop a total of 6-8 different logo ideas to ensure variety in the first presentation.
3. One or two selected logos are refined to incorporate all your preferred elements.
4. Period of assessment and evaluation for you to survey friends, clients or other important stakeholders.
5. Final logo refined and delivered as jpg, pdf and eps for effective transfer to various media.
6. Style guide in soft copy and hard copy delivered to ensure consistent usage at all brand touch points.
7. Data storage of all working files.

## **STATIONERY SET (DESIGN ONLY)**

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**\$2500 Stationery package design involves:**

1. Design brief.
2. Presentation of 3 different ideas to business card and letterhead.
3. Selection and alteration of preferred concept.
4. Final designs transferred to stationery set including the following:  
a) Letterhead b) With Comps c) Business cards d) Envelopes e) Word doc template f) Email html attachment
5. Delivery of pre press (Print ready) files on disc to printers.
6. Data storage of all working files.

JB Design prefers to manage the print to ensure production standards for your stationery are met. We have relationships with a network of cost effective quality printers and can supply up to three quotes for jobs over \$2500

## **STATIONERY SET PRINT**

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Prices range greatly depending on the products and quality required. I will advise you on a the most effective compromise between impact and cost when developing a unique stationery set.

**Indicative costs start at \$1000 for the package set above, or up to \$5000 for premium and prestigious stationery sets.**

## **WEBSITE AND ONLINE MARKETING**

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Prices range greatly depending on the design and programming required. Please contact me for an obligation free proposal. Only current development practices and proven marketing principles are used to develop an attractive and functional site for your business.

**Indicative costs start at \$2500 for the basics, or up to \$25,000 for e-commerce online businesses.**

Please take the time to think carefully about the following questions and answer as accurately as possible. This information will be used to help us consolidate your thoughts and communicate them effectively to the relevant stakeholders. It will also help you measure the success of what we deliver and build a stronger brand for you.

### Who are you?

1. What is the nature of your business ?

2. Who in your organisation are responsible for approving this project?

3. What do you offer?

4. Why are you different?

5. Which terms best describes the personality of your company?

- Friendly    Prestigious    Corporate    Fun    Innovative    Sexy    Humorous  
 Established    Determined    Sophisticated    Design focused    Compassionate    Irreverent/Cheeky

6. Which of these best reflects your brand's offering?

- A "being" brand – emotionally confirms that the customer is somebody  
 A "becoming" brand – aspirationally defines what they want to be  
 A "doing" brand – functionally enables them to do something  
 A "belonging" brand – connects them with other people like them

### Who are your customers? (VERY IMPORTANT)

7. Who do you sell to?  Consumers and/or  Businesses (If so, which industries?)

- Accommodation, Cafes and Restaurants    Health and Community Services    Agriculture, Forestry and Fishing  
 Manufacturing    Communication Services    Construction    Personal and Other Services    Cultural and Recreational  
 Property and Business Services    Education    Retail Trade    Electricity, Gas and Water Supply    Finance and Insurance  
 Transport and Storage    Government Administration and Defence    Wholesale Trade in Australia

8a. Who is your PRIMARY audience? Be precise here, pick a living, breathing person and describe in detail

Age  Gender  Culture   
 Where do they live?  Where do they work?   
 Other brands they would purchase and use? (eg. cars, clothes, electronics)   
 Other interests like sports, entertainment, holidays?

8b. Who is your SECONDARY Audience?

Age  Gender  Culture   
 Where do they live?  Where do they work?   
 Other brands they would purchase and use? (eg. cars, clothes, electronics)   
 Other interests like sports, entertainment, holidays?

8c. Others (influencers, referrers, gate keepers etc)

9. What are the essential elements that customers expect from you (not negotiable and just expected)?

10. What are the emotional motivators (aspects of your brand that are nice to have and can make the difference)?

11. What are the differentiators (rational, factual aspects that are more discretionary but useful)?

**What? - Objectives**

12. What is your intended release date of the new corporate identity? Why?

13. Which of the following best describes your desired intention for the NEW Identity

- To build awareness creating recall and recognition  
 To educate and inform your consumer about your offering  
 To create an emotional response with your target market  
 To provoke a physical response, purchase or trial

**Where?**

14. On what media will the NEW Identity be displayed in the future?

- Stationery  Direct Mail  Print Advertising  Sales Presentations  Website  Online Advertising  
 Television or Cinema Advertising  Signage  Uniforms  Transport vehicles

**How?**

Brand Identity Elements

*If you have any preferences please list below (otherwise leave it up to us)*

15. Fonts:

- Serif  San serif  Cursive  Hand written  Conservative  Modern  Unique  Urban  Cultural

16. Colours: We often use two - One strong, high contrast, easy to read and one to represent the emotional personality of the brand

- Black  Primary Playful  Organic Earthy  Metallic  Glossy  Pastel  Bold & Rich  Neutral Subtle

17. Form:

- Text only  Graphic and text  Strap line  Acronym  Trade Mark

18. Format:

- Square  Vertical rectangle  Horizontal rectangle  Circular  Oval.

19. Please attach or refer to any corporate identities you like and explain why?

20. List your competitors and explain what you like/dislike about their communications

**Thanks for taking the time to complete this form, it really helps!!**