CORPORATE IDENTITY BRIEF

Maximum clearly filled brief will help to define and understand better the goals and the objectives of the project. If some of the questions cause you trouble, please feel free to contact us.

**1. THE GENERAL INFORMATION**

|  |  |
| --- | --- |
| 1.1. The full name of the company |  |
| 1.2. The contact person (official capacity,e-mail, phone number) |  |
| 1.3. The official site of the company(if you have it). |  |

**2. THE PRODUCT**

|  |  |
| --- | --- |
| 2.1. Description of the goods/services |  |
| 2.2. The target audience (main characteristicsof your consumers) |  |
| 2.3. Competitors (please, write the sites ofthese companies) |  |
| 2.4. The benefits of your goods/services |  |
| 2.5. What idea is incorporated in the company'sname? |  |

**3. THE OBJECTIVES**

|  |  |
| --- | --- |
| 3.1.What goals should be achieved by thisproject? |  |
| 3.2. What are the strong and weak sides of thepresent corporate identity (if you have it)? |  |
| 3.3. The main message that should be broughtto the consumer ("we are innovationcompany", "you can trust us", "we are themarket leaders", "prestigious brand", "highquality and attention to details") |  |

**4. THE STYLE**

|  |  |
| --- | --- |
| 4.1. The image of the future style (strictcorporate style, entertaining, minimalistic,dynamic, youth style or others) |  |
| 4.2. Please, write some works which can be theexamples of the style with the specificationof the details |  |
| 4.3. Your logo preference (typography,heraldry, version with transcript, one color) |  |
| 4.4. The examples of the favorite logos with thespecification of the details (composition,color, typography, idea, etc.) |  |
| 4.5. The intended use and basic list of thestationery (business cards, postenvelopes, letter blanks A4, documentfolders, transport branding, badges,compact disks or others) |  |
| 4.6. Color spectrum (preferred colors andunwanted colors). |  |
| 4.7. Images, graphics that should be avoided |  |

**5. THE SUPPLEMENTS**

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| 5.1. Do you need guideline? |  |
| 5.2. Do you plan new site creation or redesignof the present site? |  |
| 5.3. Please, write extra information that canhelp in the development of identity. |  |

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