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 characteristics  of your consumers) |  |
| 2.3. Competitors (please, write the sites of  these companies) |  |
| 2.4. The benefits of your goods/services |  |
| 2.5. What idea is incorporated in the company's  name? |  |

**3. THE OBJECTIVES**

|  |  |
| --- | --- |
| 3.1.What goals should be achieved by this  project? |  |
| 3.2. What are the strong and weak sides of the  present corporate identity (if you have it)? |  |
| 3.3. The main message that should be brought  to the consumer ("we are innovation  company", "you can trust us", "we are the  market leaders", "prestigious brand", "high  quality and attention to details") |  |

**4. THE STYLE**

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

**5. THE SUPPLEMENTS**

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

[Anastasia Kurylenko (Miranchukova](https://www.behance.net/miranchukova))  
graphic designer, retoucher   
  
https://www.behance.net/miranchukova