BRANDING 102

You've got a solid project brief. Great!
Start here >

10.05.2018

Now that you are clear on your service offering, values and audience you can begin to create your brand.

STEP 1
Brand Foundation

STEP 2
Application

STEP 3
Connect

The following steps show examples from a brand that's been around for over 100 years...

STEP ONE

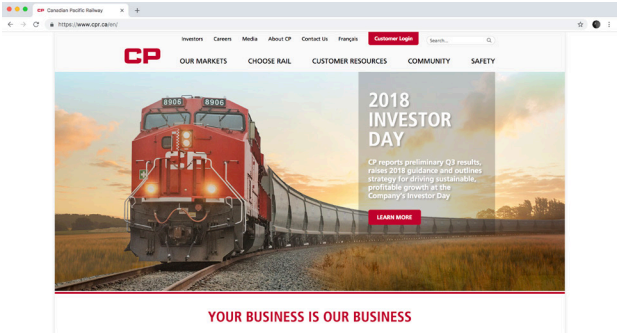
brand foundation

logo + symbols
graphic elements

wordmark + sub text
taglines

AT CP WE STRIVE TO BE A LEADER IN SAFE, SECURE AND EFFICIENT RAILWAY OPERATIONS BY DELIVERING RELIABLE, HIGH-QUALITY SERVICE TO OUR CUSTOMERS, AND MEETING AND EXCEEDING ALL REGULATORY REQUIREMENTS.

mission statement +
values + target audience

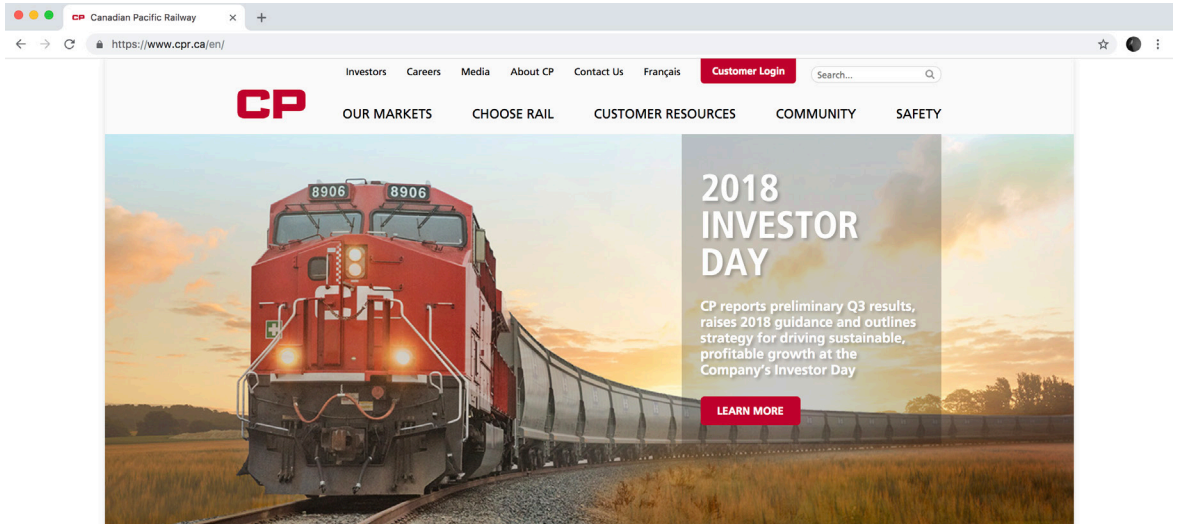


messaging (tone of voice)
photography + video

STEP TWO

application

logo application



website

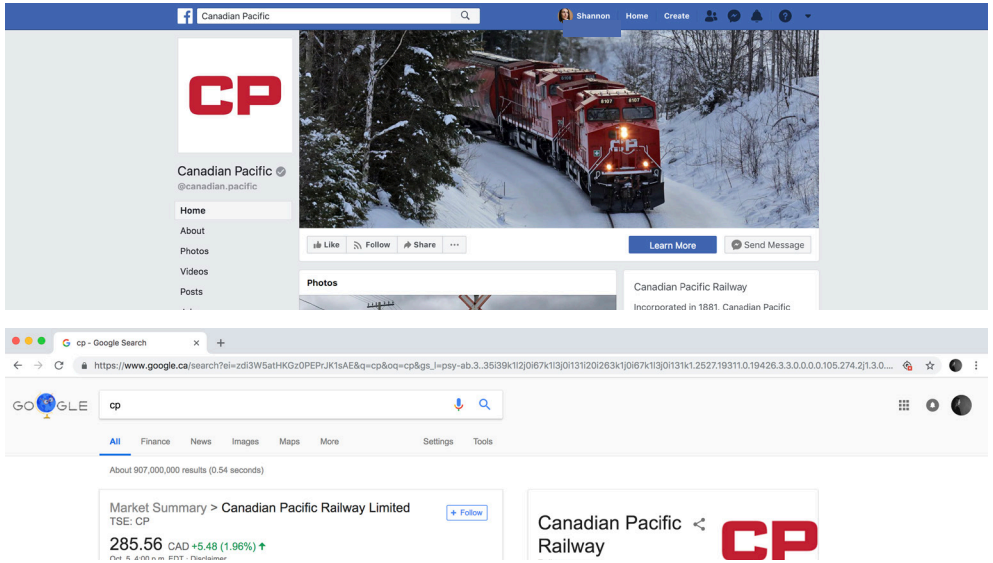
signage and display items

ALWAYS CONSIDER AUDIENCE EXPERIENCE

STEP THREE

connect

advertising



social media + online experience

in person engagement

MARKETING TO CONNECT WITH AUDIENCE

Where to go from here.

BUDGET
Think about what are you comfortable spending at this stage in your businesses development.

RESEARCH
Gather information from any and all sources, request proposals from various agencies or online services and compare quotes.

SIZE MATTERS
From a large agency to a small studio and online options - you have lots of choices. Picking the right size to match your budget and project needs are key.

Contact us if you need help understanding what option is best for you!
Or stay tuned for Branding 103.

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