

two challenges - one solution



# planning your brand identity

an easy guide to getting started with art attack

# one: background information

## a few details before we begin...

Thank you for choosing Art Attack Web and Graphic Design as your partner in the development or redesign of your brand identity. We are dedicated to helping you create a successful identity that meets your needs and will generate great business results.

Before we begin, there are a few things we need to know. This planning guide is written for you, the business owner or manager, who realises what an business advantage a professional image gives your organisation. Take few minutes and make your move! This guide helps us learn more about your business, goals, ideas, customers and competitors, so we can make this project a success for you.

After you complete and return these few pages, we will send you a cost estimate. This planning guide is simply an information gathering document to help us give you the best possible result. There is no cost or obligation involved for you in completing it, and the privacy of your information is assured.

**Please complete the following questions as thoroughly and honestly as you can**, then return this document to Art Attack as indicated on the last page. Feel free to contact us if you have any questions or need some guidance through the process.

**your name:**  
(required)

**your organisation:**  
(required)

**your contact numbers:**  
(required)

**your email:**  
(required)

**your web address:**  
(if you already have a website  
or registered domain name)

### your mailing address details:

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### how did you hear about art attack?

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**may we send you our email newsletter?**  Yes  No

Our e-newsletter is sent out quarterly and includes valuable tips and ideas on how to get more out of your brand and website. We do not share your details with anyone else and you can change your subscription at any time.

# two: what makes you ... you?

## about your organisation...

Logos constantly compete for attention and are at the front line of marketing your organisation - establishing recognition, credibility and reputation for your business.

Your logo is probably the most identifiable part of your business. Prospective and existing customers will judge your business according to the impression it creates. While professional logos often look simple, they say a great deal about your company, products and services.

If you already have one, take a look at your current logo. Does it reflect your company aims, products, target market? If you're in the process of developing your corporate identity, ask yourself whether you want your company to be perceived as big and traditional, or modern and savvy, technology or service-based, etc? Whatever your answers, they need to be conveyed in your logo design.

Your business logo will most likely be used for many purposes: stationery, signage, websites, promotional items such as T-shirts and mugs. A good logo will work well whether on a billboard, car, shirt or business card. Complex, detailed designs will be lost when reduced on a card, and may not even be recognisable to your customers. All things to consider for your logo!

**who is your target market? who are your customers now and in the future? please give a short description of your business, product or service.**

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**what image do your company & employees currently project? what makes your company different? what separates you from your competition?**

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**how do you want your company to be perceived? how do you want customers to feel? what emotions do you want to evoke when people look at your logo? do you want them to feel curious, comfortable, excited, happy, uneasy, beautiful, ... or what?**

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# three: understanding your requirements

## your thoughts...

The word 'logo' means a name, symbol or trademark designed for easy recognition. It is your company's identity and should attract attention. A strong identity will attract new customers and solidify customer loyalty, working 24 hours a day to promote your business.

There are three types of logos:

- logotypes - a text treatment of your company name
- Illustrative logo - clearly illustrates exactly what you do
- graphic logo - includes a graphic, symbol or design element of some kind.

Logotypes are usually simple and easy to recognise. Graphic logos are most common and more easily stand out. The other benefit of a graphical element is that a symbol can give you more options and variations for your branding in the future, keeping your look fresh for longer.

No matter what type of logo you choose, the top 10 elements which make an excellent logo are:

1. long lasting style
2. distinctiveness
3. appealing to customers
4. conveys the right image
5. legibility
6. Visibility
7. simplicity
8. retention
9. descriptiveness
10. colour

would you like your design to be any of these? (tick as many as apply)

- |                                       |                                      |                                    |   |
|---------------------------------------|--------------------------------------|------------------------------------|---|
| <input type="checkbox"/> modern       | <input type="checkbox"/> traditional | <input type="checkbox"/> corporate | <input type="checkbox"/> sophisticated  |
| <input type="checkbox"/> fun          | <input type="checkbox"/> hi-tech     | <input type="checkbox"/> classy    | <input type="checkbox"/> earthy/natural |
| <input type="checkbox"/> savvy        | <input type="checkbox"/> formal      | <input type="checkbox"/> casual    | <input type="checkbox"/> vibrant        |
| <input type="checkbox"/> conservative | <input type="checkbox"/> abstract    | <input type="checkbox"/> subdued   | <input type="checkbox"/> colourful      |

Other - .....

any particular colours you would like included, or not included, in your design?

.....  
.....

your design thoughts: please briefly describe any specific ideas you would or would not like to see for your design, any symbol or graphic you would or would not like considered (eg. anything you like or dislike for your industry)?

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any other information that would assist us to meet your design requirements?

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# four: other design requirements

## thinking ahead...

'A strong brand means a strong business. When you invest in your brand right from the start, others will be willing to invest in you.'

Once you've established your name and logo, consider the rest of your brand strategy. Consistency is critical to a good identity, making the most of your investment. It's important that business cards, forms, letterhead and brochures are all consistent with each other, and your website matches your office and car signage. Some of these can be electronic templates, so you can print them as you need them.

So, why should you consider an identity package, not just a logo? If you do it right up front, if you have a whole identity that looks professional, is high quality, is consistent, and matches perfectly, you're going to look just like the big players even if you're the smallest business in town. Now that's worth customer dollars and is a good investment!

**Handy Tip:** If you're thinking about a doing a website 'later', consider the savings of doing it at the same time as the rest of your branding. Not only will it be promoting your business and image immediately, it will save on reprinting all your stationery and signage again with your web address later. This could save you thousands in the long run!

## do you have any feedback on your existing logo/corporate identity?

What have others said about your current brand?

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## are you considering any of the following, now or in the future, to complete your new corporate identity package?

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|---|---|--|
| <input type="checkbox"/> business cards       | <input type="checkbox"/> website                  | <input type="checkbox"/> office/shop signage |
| <input type="checkbox"/> letterhead           | <input type="checkbox"/> brochures                | <input type="checkbox"/> car signage         |
| <input type="checkbox"/> envelopes            | <input type="checkbox"/> newsletter/magazine      | <input type="checkbox"/> invoice books       |
| <input type="checkbox"/> presentation folders | <input type="checkbox"/> 'with compliments' slips |  |
| <input type="checkbox"/> other -              | _____   |  |

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# five: we're done!

## now just hand this in

### That's it - we're finished!

Thanks for completing the Art Attack Brand Identity Planning Guide. Our staff now have everything they need to start planning your new brand identity.

Please send this guide to Art Attack via fax or mail.

### What's next?

A member of the Art Attack team will be in contact with you shortly with a proposal and cost estimate.

We will then be in contact the following week to discuss any changes to the proposal, if necessary, and determine how best to begin your project.

Thank you for choosing  
**Art Attack Web & Graphic Design**



Suite 3.17, Nexus Building  
4 Columbia Court  
Norwest Business Park  
Baulkham Hills NSW 2153

**p:** 1300 88 40 14

**f:** 1300 88 40 16

**e:** [info@artattack.com.au](mailto:info@artattack.com.au)

**w:** [artattack.com.au](http://artattack.com.au)