

two challenges - one solution



planning your brand identity

an easy guide to getting started with art attack

background information

a few details before we begin...

Thank you for considering 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 measurable results.

Before we begin, there are a few things we need to know. This planning guide is written for you, the business owner who's looking to dramatically improve his/her business in an easy, cost effective way and gain more loyal customers. Give it a few minutes of your time and make your move! This guide gives us the opportunity to learn more about your business, goals, customers, competitors, and how we can help make this project a success for you.

After you complete these few pages, we will send you a cost estimate . This planning guide is simply an information gathering document - there is no cost or obligation involved for you in completing it.

Please provide us with the information on the right, then complete the questions on the following pages.

Feel free to contact us at any time if you have any questions or need some guidance through your planning process. The final page provides instructions on how to return this document to Art Attack.

your name:
(required)

your organisation:
(required)

your phone:
(required)

your email:
(required)

your web address:

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 you website. We do not share your details with anyone else and you can change your subscription at any time.

one: what will make your brand effective?

your company...

Logos are demanding. Every second of every day, they compete with each other for attention. And logos carry quite a bit of responsibility. They are at the frontline of business marketing - establishing recognition, credibility and reputation. Your logo is probably the most identifiable part of your business. Prospective and existing customers alike will judge your business according to the impression it creates. While professional logos often look simple, they imbue a great deal about a company and its products and services.

If you already have one, look at your logo design. Does it in any way 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 eclectic, technology- or service-driven... Whatever your answers, they need to be conveyed in your logo design."

Your business logo will most likely be used for many purposes: business cards and letterhead, outdoor designs, the Internet and promotional items such as T-shirts and mugs. The logo has to look good when resized to fit on a small business card. If the design is complex a lot of detail will be lost when the logo is shrunk to fit on the card and people might not be able to make out the design. Elaborate designs can also be difficult and expensive to put on T-shirts and mugs.

what is your target market. who are your customers today? who will be your customers tomorrow? Short description of your business/product or service.

what is the image your company projects and your employees. who are our employees? Pinpoint what makes your company different. what separates you from the competition?

how do you want your company to be perceived, and how do you want customers to feel. what emotions do we want to evoke from people who look at your logo? Do we want to make them feel curious, safe, excited, happy, uneasy, beautiful?

two: understanding your requirements

your requirements...

When getting your logo designed initially, many designers will want to know what type of logo you want, that is, do you want a logotype or do you want a symbol (graphical element), such as illustrations, icons, or other abstract design elements, in your logo.

But to clarify just a bit, a logotype is simply a logo with letters and no other design elements. Logotypes are normally merely the company name written out in a stylized font. Since they are simple, they are often easy to recognise and reproduce on company materials.

Logotypes are extremely difficult to make though. It is very challenging to design a logotype that stands out without becoming hard to read or look too much like an existing logo.

Symbol logos, on the other hand, are logos that include a graphical element: a building, an illustration, an arch, a circle - the list is endless. These logos are the most common, mostly because they are easier than logotypes to make and they more easily stand out. Almost any logo you see these days has some kind of symbol or graphic in it.

would you like your design to be any of these?

- | | | | |
|---------------------------------------|--------------------------------------|------------------------------------|---|
| <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"/> flashy | <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 |

what colours you would like to see included in your design option?

your design thoughts: please briefly describe any specific ideas you would or would not like to see for your design. also mention any symbol or graphic you would or would not like considered.

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

three: other design requirements

thinking ahead...

Make your brand identity consistent throughout. Once you've established the name and logo of your business, consider the rest of your brand identity strategy. This includes corporate colors, typefaces, tag lines, slogans and all the other ways your brand i.d. is implemented. It's important that your website matches your signs, and that your business cards, letterhead, labels and forms are all consistent with each other.

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.

So, why should you have a business identity package? What's in it for you? If you do it right; if you have a corporate identity package that looks professional, is of high quality, has a consistent logotype, and matches perfectly, you're going to look just like the big guys even if you're the smallest business in town.

do you require any of the following services to complete your corporate identity package?

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> logo design | <input type="checkbox"/> business cards | <input type="checkbox"/> letterheads |
| <input type="checkbox"/> 'with compliments' slips | <input type="checkbox"/> envelopes | <input type="checkbox"/> brochures |
| <input type="checkbox"/> presentation folders | <input type="checkbox"/> newsletter/magazine | <input type="checkbox"/> website |
| <input type="checkbox"/> signage | <input type="checkbox"/> invoice books | |
| <input type="checkbox"/> other | | |

feedback on existing logo/corporate identity

What have others said about your current brand?

four: 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 any of the options to the right.

What's next?

A member of the Art Attack team will be in contact with you in the next week 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.



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