

Visual Branding Book  
Company Name:  
Spring 2020  
Designer:

Table of Contents

# Creative Brief / Design Statement

Company Name:

Brand Description:

( Briefly discuss the competition, market realities, obstacles, etc.)

Project Summary: (Clear, concise description of project – keep brief.)

Target Audience: (Whom are you trying to attract? Be specific.)

Desired Message & Tone:

(How do you want the message perceived -- creative, fun, warm, active?)

Problem Analysis/Define:

(Problems about logo, imagery, type, color, layout, composition...)

# **Mood Board (also Including Materials Palette)**

# **Brand Essence Statement - Guiding Principle 01**

# **Brand Essence Statement - Guiding Principle 02**

# **Brand Essence Statement - Guiding Principle 03**

# **Brand Essence Statement - Guiding Principle 04**



# **Brand Essence Statement - Guiding Principle 05**

# **Business Card/Stationary Letter Head**

## **Other Stationaries**

**Name each Stationaries. Need to choose at least 5 items.  
(cup/t-shirt/pen/bag/stickers/lable/coaster.....)**

# **App/Website Page**

**3 sildes for each**



# **App/Website Page**

**3 sildes for each**



## **Other Mock ups**

**Name each Mock ups. Need to choose at least 2 items.  
(Station signage/ad board/truck wrap/lamp flag.....)**

# Process Statement (Conclusion)