

Visual Branding Book
Company Name:
Spring 2020
Designer:

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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

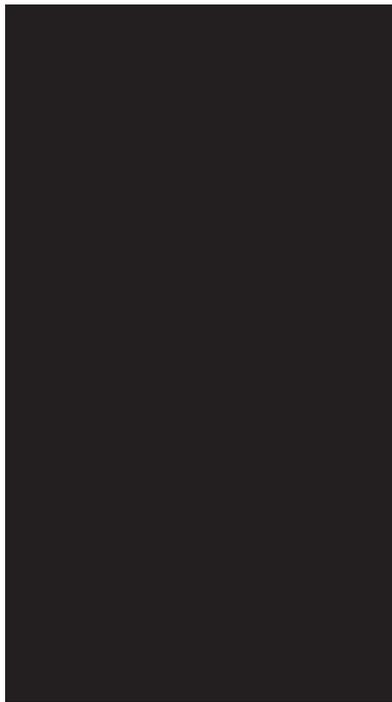
Business Card/Stationary Letter Head

Other Stationaries

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

App/Website Page

3 slides 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)