

CORPORATE IDENTITY DESIGN PROCESS OVERVIEW

Client brief

Data Collection/ Research (Internet, Interaction with the client, colleagues etc.)

Corporate Profile (History, Vision, Alliances etc.)

Existing identities of other companies in the same business

Products/Services

Markets (Existing/Potential buyers or target audience)

Competition

Analysis (Identify problem areas)

Synthesis (Develop focus areas)

Creating/Understanding brand positioning, character, architecture, personality (Product + Corporate)

Defining Application/ Use of the identity across different media

Design brief

Brainstorming (Keywords around the intent)

Conceptualization (Diversion and Conversion)

Final concept refinement

Visual correction (For application in different sizes)

Specification sheet (Symbol and logotype co-relation)/ Corporate Identity manual

Final artwork

Corporate Stationery design (Business card, letterhead, envelope)

Paper selection

Printing technique selection

Costing/ Co-ordination with the printer