

LOGO DEVELOPMENT

Design Brief for Strategic Brands

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STRATEGIC BRANDS

Strategic is an umbrella brand encompassing businesses offering services related to sports marketing, real estate investment and project management.

TOP DIFFERENTIATORS

- Connects with overall company strategy of the client
- Intentionally understated, focused on supporting other organizations

AUDIENCE

Ideal clients vary based on the service, but some commonalities include:

- Corporations + large organizations
- People looking for a high level of professionalism and competence

COMPETITORS

Companies offering similar services:

- Digital marketers + photographers
- Real estate services firms + investors
- Project management consultants, speakers + Agile coaches

THE GOAL

The final logo will be successful if...

...it represents your focus on big picture strategy while being stylistically understated. It also must connect with your target audience of organizations and corporations looking for a high level of professionalism in one of your supporting services.

TIMELINE

	JUN		JUL		AUG						
WEEK	1	2	3	4	5	6	7	8	9	10	11
DESIGN BRIEF											
MARKET RESEARCH											
CONCEPTUALIZATION											
RENDERING											
PRESENTATION											
REFINEMENT											
DELIVERY											

For details on what each step involves, go to www.redbicycledesign.com/faq.

Also, please note that all deliverables beyond the logo (i.e. any online or print collateral) will be delivered after this schedule concludes.