

STEP 5

Create a Mood Board

Background. A visual tool to help inspire and articulate your brand's voice, style, and values, as well as your brand guidelines.

Directions. Find and curate examples of copy, typefaces, photography, illustrations, color schemes, decor, interactions, and more that express your voice, style, and values and reflect your brand guidelines.

Tips. Consider using a digital bulletin board like Pinterest or Miro to curate your finds.

Google image search and design websites like 99Designs, Behance, Dribbble, Pinterest are great places to find inspiration. Use your attributes to search. For example, if you chose "happy" as a brand attribute, search "happy brand," "happy visuals," or "happy color scheme."

STEP 6

Choose a Name

Background. A brand name is often the first opportunity to introduce a product, service, or messaging campaign to an audience.

Directions. Construct word banks using the prompts below. Then, on the next page, explore brand name possibilities using your word banks and any additional words (or word parts) that come to mind. Finally, rank your top creations.

Tips. Before creating word banks and potential brand names, familiarize yourself with common rules for brainstorming (for example, "quantity over quality" and "encourage wild ideas").

To help generate ideas, consider using online thesauruses and name generators like Namelix.

When ranking names, consider accessibility, memorability, protectability, and how well each one tells your story. Don't forget to ask your audience to weigh in.

Word Bank 1. Describe your product, service, or messaging campaign in 3 words.

Word Bank 2. Consider your personas and archetype(s).

List words or concepts that describe your personas:	List words or concepts that describe how your brand makes your personas feel:	List words or concepts that describe your archetypes' most appealing qualities or actions:	List words or concepts that describe a world where everyone accesses your product, service, or messaging campaign:

Word Bank 3. For each attribute chosen in Step 3, list associated words or concepts.

Attribute (Voice):	Attribute (Voice):	Attribute (Style):	Attribute (Style):	Attribute (Value):	Attribute (Value):

ALLITERATIVE

Same letter(s) or sound at the beginnings of 2 adjacent words

MUSICAL

2 adjacent words that rhyme; or includes words that suggest sound

SUFFIXED

1 word with an added suffix like *-eo*, *-er*, *-ify*, or *-ly*

VISUAL

Includes a color, shape, or other visual element

ACTION-ORIENTED

Includes a verb

METAPHORICAL

Nods to a known person, character, or story

SLOGANED

A 2-3 word phrase (may include words like *for*, *that*, or *to*)

MULTI-LINGUAL

Includes a word or phrase from a non-English language

SHORTENED

1-2 words shortened

INVENTED

Completely made up names

WHAT ELSE?

What else comes to mind?

Top Names. List your top 3 creations.

STEP 7

Draft a Brief

Background. A creative brief is a short document that summarizes your brand strategy and helps a creative team, agency, or designer bring your brand to life.

Directions. Draft a creative brief for a logo and/or visual identity below.

Tips. Write with the creative team, agency, or designer in mind. Avoid jargon.

Don't prescribe the solution. Give your creative team, agency, or designer the chance to answer the brief in a variety of ways.

Consider attaching supplemental documents, such as Brand Attributes (Step 4) and Mood Boards (Step 5).

Project Name:

Budget:

Client Name:

Objective:
How might we...

Deliverable Summary:

Logo

Visual Identity and Brand Book

Other (fill in):

Project Background:

Primary Audience:

Secondary Audience:

Inspiration:

Inspiration:

Inspiration:

Competitor:

Competitor:

Competitor:

Brand Voice:

Brand Style:

Brand Values:

Project Timeline:

Date:

Date:

Date:

Date:

Date:

Work Due:

Work Due:

Work Due:

Work Due:

Work Due:

FINAL DELIVERABLES

Reviewer:

Reviewer:

Reviewer:

Reviewer:

Turn Around (*days*):

Turn Around:

Turn Around:

Turn Around:

Deliverables:

Deliverable Options:

☐ Vector Files

☐ Editable Files or File Packages

☐ Font or Image Licenses

☐ Print-Ready Files

What Success Looks Like:
(qualitative and quantitative measures)

What Else?