

**SESSION 7: BRAND DESIGN HEALTHCHECK**

Answer the questions below on the status of your design to help you evaluate how you can use design as a powerful tool to express your TWIST. We will be reviewing key strategies and questions live with our Design Faculty during Session 7.

**CURRENT DESIGN STATUS**

1. Which of these best describes the current status of your visual brand assets (logo, business cards, website, handouts, etc.)? (Circle one):

1. I do not yet have visual brand assets
2. I have visual brand assets, but I would like to update them (evolution)\*
3. I have visual brand assets, but I am looking for a new look (revolution)

If you circled B or C, please list your website here

**HOW HARD IS DESIGN WORKING TO BUILD YOUR BRAND?**

2. Please think about your current design and answer these questions. If you don’t have any current design assets skip to the Design Challenges section. For each question below circle Yes, No or Kinda

1. My design has a TWIST that stands out vs. competition

Yes/No/Kinda

Observations:

1. My design supports my Brand Framework (e.g., Connects to my Brand Idea, Pillars and Bull’s Eye Target) Yes/No/Kinda

Observations:

1. My design is adaptable to social media & small formats Yes/No/Kinda

Observations

1. My design has a secondary element (like the twist graphic for BrandTwist or a color) that I can use on other materials.

Yes/No/Kinda

Observations:

**TOP 3 DESIGN OBJECTIVES/CHALLENGES**

4. Top 3 things you would like to explore/improve in creating or revising a new logo or website for your brand.

**1.**

**2.**

**3.**

**TWIST INSPIRATION**

5. List one brand (outside of your category) that has a design that you admire:

TWIST Brand/website URL:

What do you admire about this brand’s design? What is one thing from this brand’s design that you could apply to your own brand?

**ASK A DESIGNER**

6. What is one question you have about creating or updating a logo or website that you would like to see addressed during our Live class for Session 7.

**POST TO THE COMMUNITY PAGES:**

1. **Top 3 things you would like to explore/improve in creating or revising a new logo or website for your brand**
2. **One inspiration brand (outside of your category that has a design (logo, website, colors) that inspires you for what you want to achieve with your brand. List the specific way it inspires you.**

**BONUS DESIGN BRIEF**

**The next page is a Bonus Design Brief to help you create a well thought out brief for brand design work. This can be shared with potential logo and/or web designers as a request for proposal. Having a tight brief normally increases the chance you will get what you are looking for to express your TWIST. It often helps to decrease timeless, and sometimes fees. Eventually, you can save these last pages as a separate document and share with designers that you are considering hiring.**

**BRAND DESIGN BRIEF**

Insert date

**PURPOSE OF THIS DOCUMENT**

To assist in the development of powerful and unique brand assets for the new XYZ Brand.

**PROJECT BACKGROUND / COMPANY VISION**

We have spent the past few months working with [BrandTwist](https://www.brandtwist.com/) to define our ideal target and points of difference as well as create a new name. We are now excited to launch/relaunch our brand through a new logo and website. Add any additional background

**TARGET AUDIENCE OVERVIEW**

**IDEAL TARGET AVATAR**

**BRAND IDEA (BRAND PROMISE)**

**BRAND PILLARS (BRAND VALUES)**

**OUR TWIST (your points of differentiation)**

**TAGLINE**

**WEBSITE URL**

**BRAND FIT AND STRETCH (future new business areas)**

**PERSONAL BRAND STORY (for the about me/us page)**

**TOP DESIGN CHALLENGES (to be customized-these are just examples)**

1. Relaunching/launching a new brand with impact
2. Need to present a differentiated brand
3. Expressing relationships between sub-brands

**TWIST INSPIRATION-**

Here are three brands outside of my category that have a design that I admire, and think can be applicable to my brand

TWIST Brand/website URL:

What do you admire about this brand’s design?

What is one thing from this brand’s design that you could apply to your Brand?

TWIST Brand/website URL:

What do you admire about this brand’s design?

What is one thing from this brand’s design that you could apply to your Brand?

TWIST Brand/website URL:

What do you admire about this brand’s design?

What is one thing from this brand’s design that you could apply to your Brand?

**COMMENTS ON CURRENT BRAND ASSETS (if you have them)**

What I like about my current website

What I wish could be different/better

What I like about my current logo

What I wish could be different/better

**COLORS**

These are colors that I would like to explore:

These are colors I would like to avoid as they are overused in my category:

**KEY COMPETITORS**

Here is an overview of some other brands that offer goods or services that are similar to what I offer/plan to offer. I would like to stand out in this crowded marketplace.

**SYMBOLS**

I would like to consider including these symbols in my new logo:

When depicting this symbol, I want to avoid any design style that is too \_\_\_\_\_\_\_\_

**PRELIMINARY LOGO EXPLORATORY (to be customized, insert logos)**

**I** used an online logo maker (BrandCrowd.com) to explore some preliminary ideas, below is my preferred logo from this exercise. I like the way this logo……, but I would also like to explore/change different …….

**DELIVERABLES: BRAND ELEMENTS NEEDED**

(Customize to what you need)

**Updated/New Logo**

New Logo in the following versions:

XYZ Brand name with ™

XYZ Brand name with Circle R

XYZ Brand name

XYZ Brand name + tagline

Signature version - small and horizontal

Black & white version

Social media versions

XYZ Brand graphic alone

**Website/Updated Website**

Key Content Sections (to be discussed- would like to keep this to 5 pages. (To be customized)

* + - home
    - products
    - about us
    - contact us
    - blog
    - Links to Social/podcasts

Basic copy will be provided but may need a copywriter’s touch. Please include how this would be handled/billed.

Functionality Requirements (Calls to Action)- to be customized

* + Join a mailing list- for a freemium (ex. 7 Tips to Avoid Self sabotage)
  + Book an appointment/consultation
  + Integration with email systems or surveys (ex. Mail Chimp, Survey Monkey)
  + Client Log in
  + Online Transactions
  + Integration with CRM systems (ex. Salesforce, HubSpot, Insightly)
  + What else?

**Key Applications-** Additionally, I would also like to get an estimate for the development of other key applications (To be customized).

* + Business cards
  + Basic brand and style guidelines (which fonts, colors, and design elements to use with various mediums)
  + Basic PowerPoint Template
  + Email signature
  + Letterheads
  + A "logo animation,"
  + Other? Invoices? SWAG?

**TIMELINE/NEXT STEPS**

New logo and website in place XX

**RELEVANT EXPERIENCE**

In your proposal, please provide links or copies to 3 case studies that you feel are relevant to our objectives and challenges in building the XYZ brand. These do not necessarily need to be in our category. I value in category and out of category experience. Show me some work that you are excited about!

**CONTACTS**

Any questions, feel free to reach out:

insert your name/contact here