

# 10 steps to bring your brand identity to life...

## 1. Do a Marketing Plan

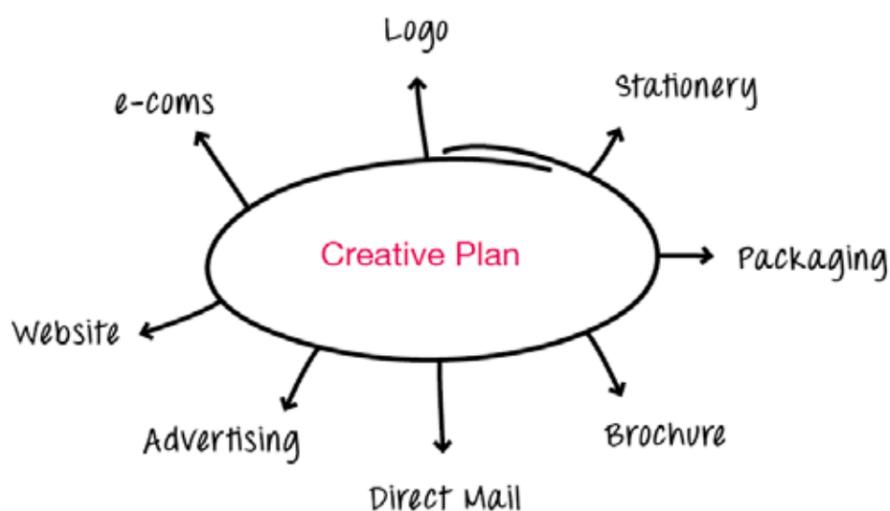


Clarify your business plan

Creating a marketing plan forces you to analyse your business now and for the future. When developing the plan, ask yourself the following questions:

- Where are we now?
- Where do we want to be?
- What opportunities exist?
- How will we get there?
- How will we know we've arrived?

## 2. Do a Creative Plan



Clarify your Creative plan

Think about all the different ways you can create awareness.

- Consider the best platforms for your target audience
- Keep the design and messaging consistent
- Make your brand stand out from the crowd

## 3. Designer or no designer that is the question?

Hiring a designer might feel like an expensive option...

But think about it in terms of investment. A great design can be timeless and transform your company's product and make you more memorable and appealing to your audience.

- Get a recommendation
- Look at their portfolio of work
- Prepare a detailed creative brief
- Outline your message, your objectives, the desired deliverables, your timeline and your budget

## 4. Money, Money, Money

You get what you pay for

Good design is about quality not quantity. The local print shop might do a package deal but will you be proud of the end result?

- Expect to pay £50 - £100 per hour for a designer
- Be upfront about your budget and requirements
- Be wary of deals and offers
- Buy cheap, buy twice

## 5. Timeline

Be realistic

Ask your designer to provide a timeline to cover:

- Briefing
- Staged designs (concepts, refinement, artwork)
- Image selection
- Copy writing
- Proofing, signing off
- Printing/developing
- Launch date

## 6. Creative briefs

Essential knowledge

Filling in a creative brief for a design project can really help the designer achieve the right look and feel for your brand.

- Be honest
- Be objective
- Be reasonable

## 7. How to know when it's a good design

A great design can make you smile...

It's about the discovery of a great idea that transcends time. Styles come and go, but visual wit lasts.

## **8. Printing**

Always:

- Get 3 different quotes
- Ask for printed samples
- Always specify the paper (coated, uncoated, silk, gloss)
- Specify the paper weight (80gsm, 150gsm, 350gsm)
- Is it full colour (CMYK) black and white or Pantones
- Delivery times
- Don't accept sub standard printing

## **9. Website Design**

Tech tips...

There are many options online to create websites. Some Templates are free, others charge a small fee or you can go bespoke and engage a web designer. Either way:

- URL - not too long, memorable
- Make sure it's responsive (can be viewed on mobile phones)
- Content management systems (CMS) are best
- Search Engine Optimisation (SEO) - update your site regularly to be viewed high in the ranks of Google etc.

## **10. Go for it!**