

# For Work Materials for Integrating Design Into Your Business

Craft a brand identity by understanding what your business needs when working with a designer. Check out our photo release form example to help you gain permission from any person who appears in a photo or video published by your organization.

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## Materials Included:

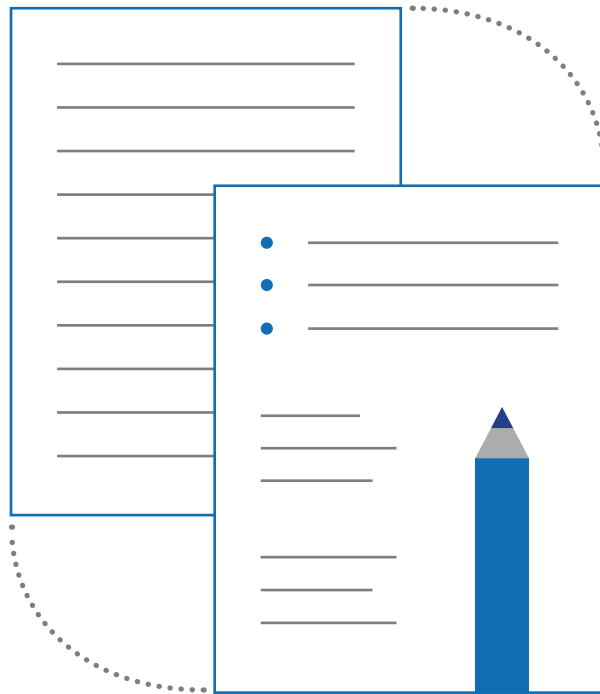
- 3 Design Brief for a Brand Identity
- 6 Guide for Identifying Designer Tasks



# For Work Materials for Integrating Design Into Your Business

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Integrate design into your business with the included materials that can help you get started.



## What You Will Need

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Hammermill® Copy Plus 24 lb.  
Pens

# Materials

## **Design Brief for a Brand Identity**

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Establish a visual and verbal framework for the brand, a brand identity system that helps present your organization's USP (Unique Selling Point) while also distinguishing it from the competition.

**Purpose:**

Provide direction to a designer so that they can produce a brand identity system that accurately conveys your organization's mission, vision and personality.

# Design Brief for a Brand Identity

**Our Target Audience is** \_\_\_\_\_

**Our Message is** \_\_\_\_\_

**Our Mission is** \_\_\_\_\_

**Our Values are** \_\_\_\_\_

**Our Products are** \_\_\_\_\_

**Our Services are** \_\_\_\_\_

**Our Brand Promise is** \_\_\_\_\_

**Initial Thoughts on Color Palette** \_\_\_\_\_

**Additional Thoughts & Considerations** \_\_\_\_\_

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# Design Brief for a Brand Identity

**Items we need a Design Identity for Include:**

- Logo
- Motto
- Website
- Stationery
- E-Signature
- Envelope
- Business Cards
- Office Signage
- Invitations
- Thank You Cards
- Annual Report
- PowerPoint Presentations
- Visual Style Guide (Palette & Fonts)
- Verbal Style Guidelines (Voice & Tone of your organization)
- Corporate Signature
- Brand Architecture  
(Are you part of an umbrella organization such as Partners of the Americas? Or are you an umbrella organization with sub-chapters? If so, you need a visual system for identifying the umbrella organization as well as the sub-chapters?)

**Additional Thoughts & Considerations:**

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# Materials

## Guide for Identifying Designer Tasks

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We have put together a very basic set of guidelines for the kinds of questions you will need to answer to help the designer understand your business, as well as a list of the kinds of materials they will need to design for your organization to have a clear, consistent and impactful brand identity. It is crucial to note that the designer or design team you hire may have their own way of working. It is vitally important to be open to their way of working if you want to see good results. Our materials are simply meant as a guideline framework to help you understand the process as it typically unfolds.

**Purpose:**

Identify the tasks for your designer to ensure a coherent brand identity throughout all your communications and marketing materials.

# Design Brief for a Brand Identity

Items Requiring A Designer's Attention

Notes

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Understand the Core Constituents (Audience)

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Create a Brand Identity (Personality)

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Create a Color Palette

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Create a Logo & Motto

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Create Font Treatment

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Identify Items for Style Guide  
(Stationery, Website, PowerPoint Presentation)

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Select Key Photos for Branding

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Finalize Style Guide for Each Item Selected

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