

Brand Identity Process

phase 1.



Clarify vision, strategies, goals, and values

Research stakeholders' needs and perceptions

Conduct an internal, competitive, technology, and legal audit

Interview key management

Evaluate existing brands and brand architecture

phase 2.



Synthesize learnings

Clarify brand strategy

Develop a positioning platform

Co-create brand attributes

Present brand brief

Create a naming strategy

Develop creative brief

phase 3.



Visualize the future

Develop key messages

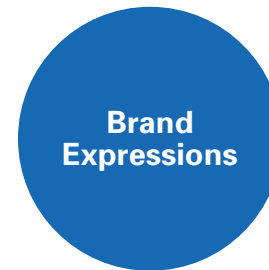
Design brand identity

Finalize brand architecture

Examine applicability

Present identity strategy

phase 4.



Finalize identity solution

Initiate trademark protection

Prioritize and design applications

Design identity program

Apply brand architecture

phase 5.



Develop standards and guidelines

Nurture brand champions

Develop launch strategy and plan

Launch internally first

Launch externally

Build synergy