

# GD 3411 Corporate Identity

## HW02 • Brandmark Re-design Research • Part 2

When you're dealing with a graphic design project, it's vital to write a detailed graphic design brief at the very beginning. There are two main reasons for this:

- 1<sup>st</sup> - it ensures that you know exactly what you want to achieve from your project.
- 2<sup>nd</sup> - the brief acts as a point of reference for designers/yourself, giving key points to focus on.

The more information you provide at the beginning of the project the better. Write a paragraph or two on each of the following topics.

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**Corporate Profile** Provide a summary of your business along with a brief history.

- What your organization does
- How long you have been established
- What your niche in the market

**Market Position** A realistic evaluation of your company, service, or brand relative to your what the competition is doing.

What your niche in the market

**Target Market** Demographics – the age, gender, income, employment, geography, and lifestyle of those you want to reach.

- Age
- Sex
- Income
- Occupation
- Location

**Current Situation** Describe what you think the existing brandmark communicates. *This is not criticism, it is observation!* What are its physical qualities and properties? What meaning/concepts are embodied in it? What associations does it evoke in light of the previous topics (Corporate Profile, Market Position, Target Market).

**Objectives** What do you want to achieve with your redesign? Make your objectives specific and the results measurable.