

# Strategy & Identity



Clarify vision, strategies, goals, and values



Clarify brand strategy



Brainstorm big idea.  
Design brand identity



Develop look and feel.  
Finalize identity design.



Build synergy around new artist

# 1. Conducting Research

Create a list of core questions.

## Core Questions.

1. What is your mission? What are your three most important goals?
2. Who is your target market?
3. What three audiences will see this logo design the most often?
4. What is your artist advantage? Why do your customers choose your artist?  
What do you do better than anyone else?
5. What words describe the artist personality? What visuals communicate the brand identity?
6. Where will this logo appear most often? On what media: billboards; t-shirts; stickers; buttons etc?
7. Are there any must-haves or nice-to-have items?
8. Who is your competition? Is there a competitor that you admire most? why?
9. What are the trends and changes that affect your industry?
10. How do you measure success for your artist?
11. What values and beliefs unify your artist and audience?
12. What are the potential barriers to the success of your artist?
13. If you could communicate a single message about your artist, what would it be?

## 2. Clarifying Strategy

1. Understanding

Vision  
Value  
Mission  
Target Market  
Services  
Products  
Competition  
Trends  
Pricing  
Distribution  
Opportunities

2. Clarifying

Core Values  
Brand Attributes  
Competitive advantage  
Brand Strategy

3. Positioning

Differentiation  
Value proposition  
Business category

4. Brand Essence

Central idea  
Unifying concept  
Key message  
Voice & tone

BIG IDEA

# Press Release

About the Artist

Artist Image

Genre

Audience/Demographic

Region Artist is most popular

Sales

Tours

Retail merchandise sales

Special Promotions for Artist

Press/Interviews

Contact Info

# 3. Designing Identity

a. Color

## Color brand strategy basics

- The ultimate goal is to own a color - a color that facilitates recognition and builds brand equity.
- Different viewers experience color differently in various environments. The designer is the arbiter for setting consistency across platforms.
- Color is dramatically affected by various file formats and reproduction media. Test!
- Sixty percent of the decision to buy a product is based on color.
- Use color to build meaning.

## Testing the effectiveness of a color strategy

- Is the color distinctive?
- Is the color differentiated from that of the competitors?
- Is the color appropriate to the type of business?
- Is the color aligned with the brand strategy?
- What do you want the color to communicate?
- What meaning have you assigned to the color?
- Will the color have sustainability?

b. Type

Type is magical. It not only communicates a word's information, but it conveys a subliminal message.

-Erik Speakerman

The typeface needs to be flexible and easy to use, and it must provide a wide range of expression. Clarity and legibility are the drivers.

### Examine typefaces which

- Convey feeling and reflect positioning
- Cover the range of application needs
- Work in a range of sizes
- Work in black and white and color
- Differ from the competitors
- Are legible
- Have personality
- Are sustainable
- Reflect culture