

CLIENT GUIDE – IDENTITY

This document lists the information required by Naked Creativity for an identity, or branding project. Some of this should to be provided before the project begins, whereas other elements can be supplied later as the project progresses.

The aim of this document is to outline the content the client should provide. By meeting these requirements, Naked Creativity can ensure that the the project meets the brief and runs within the specified timeframe and budget.

Please note that the information and content required will vary due to the scale of the project. Naked Creativity are happy to advise on what is required if there is any confusion or uncertainty.

BRIEF – PROJECT SPECIFICATION

This is provided at the beginning of a project and should where possible include the following information:

A short description of the company

The company's core business and ethos.

The overall aim of the project

A branding project can have two starting points; creating a corporate identity for a start up company, or revitalising the image of a tired, established brand. Naked Creativity are experienced with both of these project types and are happy to provide assistance should this be required.

Time frame

It is extremely beneficial for Naked Creativity to know if there is a deadline that the identity needs to be completed for. This could be for a launch event so it is important to plan ahead to ensure that the project runs smoothly.

Competitors

A list of competitors who are leaders within the same business sector can be extremely useful. It is beneficial for Naked Creativity to understand who the client admires within their business sector, giving Naked Creativity a bench mark for the brand analysis.

Future plans for the identity

Would the developed identity need to be applied to printed graphics such as business cards, brochures or flyers? This is something Naked Creativity are able to assist with, the added benefit being that Naked Creativity would be completely 'in tune' with the developed identity.

CONTENT

If printed graphics are required after the identity has been developed, the following should be provided when necessary:

Text

To save both time and money, it is beneficial for a client to send across the final version of the artwork text in a Microsoft Word or iWork Pages document, broken down into relevant headings,

sub headings and body text. It is also preferable that this text is thoroughly spell checked and proof read as the time it takes to make text changes during artworking can quickly add up.

Images

Any images should be supplied in a high resolution to ensure a high print quality and prevent pixellation. The required resolution depends on the image size, but Naked Creativity are happy to advise on this if necessary. If no high resolution images are available, stock photos that compliment the design can also be sourced.

Logos

If any other company or sponsor logos are required on the printed graphics, these should be provided in a high quality print format. A PDF or EPS file type is preferable, but Naked Creativity are able to advise on the quality of a logo should this be necessary. Ideally these should be provided at the beginning of the graphic design phase as soon as they are available.