

## IDENTITY DESIGN PROCESS

An brand is much more than just a logo and identity because it runs through the whole organisation. This means that creating a consistent identity is key to company success. An identity project can have two starting points; creating an identity for a start up company, or revitalising the image of a tired, established brand. The chosen path depends on the brief supplied by the client, with Naked Creativity experienced in both of these types of projects.

### 1. BRIEF AND UNDERSTANDING

When designing an identity, it is essential for the client to provide a detailed brief as a starting point for the project. This would outline what the company does and what makes them unique within their sector. This brief is then discussed in detail with the Naked Creativity team to ensure that a high level of understanding is attained of the core business ideas.

The key to a successful identity is getting a consistent personality across the entire business, and presenting this in an understandable way to customers. The elements visible to customers are known as the identity touch points as these are the aspects that consumers will see and interact with. Examples of these include advertising, the logo and the company's products and services.

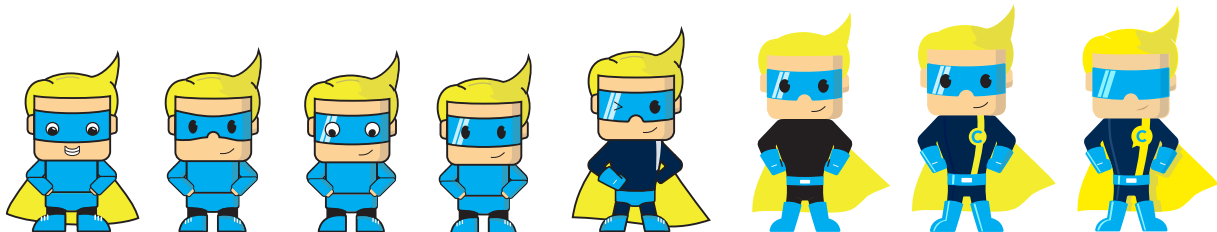
Overall, the identity process is designed to be extremely versatile, but what never changes is the level of understanding that Naked Creativity seek to achieve about what it is that the client does, and what makes them unique.

### 2. CONCEPT DESIGNS

Based on the insights gained from any initial analyses and discussions, a selection of concepts are developed that show possible directions for the identity. The key theme or insight is used as a basis for two or three concepts, with a well considered 'wild card' sometimes thrown in to show a completely different direction for the identity.

Depending on the brief and project, these concepts could include logo designs, colour pallets and font options that are applied to touch point examples such as business cards and websites. Although these initial mock-ups are often only a first draft, they allow the client to visualise how the identity would look when applied to their business.

The concepts are presented on mood boards and discussed in detail with the client to explain the thought process behind each design. The clients feedback is noted and used to help refine the chosen design.



The superhero character for Captain Cyan was developed and refined through various iterations, the options presented on a mood board to the client.

### 3. FEEDBACK AND REFINEMENT

Refining an identity is always tricky as there are lots of different elements to review. For example when considering the logo, small tweaks to the font, line height and logo mark can make all the difference, these subtle finishing touches finessing the design. Consistency across the identity is essential and it is at this stage of the design process that this is refined. For example, the chosen colour swatches, fonts and graphics must work together and compliment the identity so these are tweaked if necessary.

During this refinement process, the client is kept in the loop by their contact in the Naked Creativity team to allow them to see how the identity is progressing. This ensures that any feedback they have is implemented and the project can run to a tight timeframe if required.

Brand guidelines are also produced by Naked Creativity to allow effective application of the identity by the client or other agencies. These guidelines communicate how the elements of the identity should be applied to effectively communicate the personality and core business idea. Colour swatches, fonts and logo formats are specified in this important document to ensure consistent identity application across any future marketing.



Various logo iterations were undertaken incorporating the superhero character. These were all presented to the client, with the final design shown on the far right.

### 4. APPLICATION AND PRINT

Once the identity has been refined by Naked Creativity and signed off by the client, it can be applied to various company touch points. Naked Creativity's involvement in this depends on the project, but as a company are experienced in creating both print and digital media.

It is possible for Naked Creativity to apply their graphic design experience to create a variety of marketing collateral such as business cards, promotional brochures and adverts. This also applies to website development, with Naked Creativity being able to design and develop a website that meets the current or future needs of the business.

It is worth noting that the majority of past branding projects completed by Naked Creativity have involved all of these aspects, the client choosing to remain with the design consultancy that completely understands their company.

If necessary, Naked Creativity are also able to assist with design and print specifications. The print finish is an important aspect to consider as the use of specialised inks and varnishes can give a piece of graphics a bespoke feel. Naked Creativity are able to advise on this and have an extensive list of print contacts who are able to produce both quick turn-around and bespoke printed graphics without breaking the budget.