

we need a **brand identity** strategy



You need to re-position or refresh a stayed identity, create a new brand or launch a new product or service. You need to execute your brand effectively. Azure and Magnetic can help!

BRAND STRATEGY AND DESIGN SOLUTION

Brand Identity Executive Workshop – Azure Corporation and Magnetic

Included: Explore with the Client the purpose, objectives, and decision(s) to be made. Frame and scope the business objectives and strategy choices.

Output: A strategic brief document summarizing the business strategy, design purpose, design scope, and any other relevancies to the activity. Identify further elements requiring validation for executive decision-making.

Strategy Choice and Financial Validation – Azure Corporation

Included: To serve design directives, factually and financially validate the business assumptions / decisions behind the brand strategy including; market economics, competitive landscape and opportunity.

Output: Engaging expert researchers and analysts from the enabling ideas® Community of experts, assemble facts, data and knowledge into an intelligence brief for strategy choice and financial validations.

Brand Identity Strategy – Azure Corporation and Magnetic

Included: Fusing business and financial strategy rigour with design thinking, craft a brand identity strategy to effectively execute the business strategy.

Output: Brand identity strategy summary document.

Brand Identity Design – Magnetic

Included: Expressing the brand voice through the articulation and development of brand identity options including: Logo design, colour, tone, manner and imagery style.

Output: Full colour illustrated brand identity options.

Brand Identity Implementation – Azure Corporation and Magnetic

Included: Managed implementation consistently across all required applications; internal and external to the company, channels, business units, marketing and advertising, merchandising, packaging, retail design.

Output: Engaging expert media, interactive, production providers from the enabling ideas® Community of experts as required.

APPLICATIONS

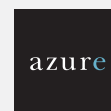
- Transpose a competitive advantage into a brand identity
- Create a compelling and differentiated new brand identity for a new business, new product or service
- Execute a brand consistently through various channels and expressions (marketing, website, packaging)
- Entrench a brand internally into a company culture
- Design a physical reflection of a brand in a retail concept / branch / office space / event space

COST

The cost varies according to the simplicity or complexity of the Client requirement and situation.

Please call 905-939-9444 or email howcanwehelp@enablingideas.com for a detailed activity assessment.

Alternatively, call Magnetic at 416-937-6290 or email randy@magneticdesign.ca



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