

Project Brief # 1 (Online Business):

1. What is the business? Spell its name including any hyphens, caps and lowercases.

"CP-Scan"

- **Describe its corporate mission.**

Affordable copyright infringement detection services.

- **What specifically does this company do?**

CP-Scan is a subscription service that protects website content such as text and images. We index our subscriber's site(s) and give weekly reports on duplicate copies of protected content that our system finds on the web with side-by-side comparisons. We help our subscribers track and deal with possible copyright infringement and plagiarism.

- **Use adjectives to describe how you want the organization to be perceived:**

Friendly, trustworthy, fun, easy-to-use, authority.

2. Who is your target audience? Include age, gender, income, education:

This is going to be very broad, but will mainly be web publishers who are say 18+ who are for the most part web-savvy.

3. What are your design preferences?

- **Do you have a color preference?**

Fully Flexible, please experiment with colors at will.

4. There are two kinds of logos, type logos (ie. IBM, Fedex, GAP) and ones that use a word accompanied by an icon (ie Nike, Apple Computers, Sprint). Do you have a preference towards one or the other?

Icon logo.

5. Who is your perceived competition? Do they have websites or material that we can view?

Copyscape.

6. Are there any colors or shapes that you feel would be perceived negatively in this company's line of business?

Nothing dark or menacing.

Project Brief # 2 (Media Business):

1. What is the business? Spell its name including any hyphens, caps and lowercases.

Star Branding

- **Describe its corporate mission.**

Any idea can create a ripple effect if you apply it at the right place, and the right time. Bringing life to any idea from concept to execution.

- **What specifically does this company do?**

Corporate identity solutions, including package design, campaign strategies aswell as print media, POP and video editing

- **What do they want to convey to the target audience?**

Fun, energetic yet corporate and serious about design

- **What benefits do clients receive from working with your products or service?**

All in one creative solution, from concept to execution

- **Use adjectives to describe how you want the organization to be perceived:**

Fast, fun, reliable, clever, honest, know, act then lead

2. Who is your target audience? include age, gender, income, education

Small to medium sized businesses.

3. What are your design preferences?

• Do you have favourite logos?

I like clean typography

• Do you have a color preference?

Red - bright warm red, black, silver

4. There are two kinds of logos, ones that use a custom font only (ie. IBM, Fedex, GAP) and ones that use a word accompanied by a picture (ie Nike, Apple Computers, Sprint). DO you have a preference towards one or the other?

Type logo is preferred

5. Who is your perceived competition? Do they have websites or material that i can view?

Too many to list! :-) A Google search for marketing/branding companies will display my competitors.

6. Are there any colors or shapes that you feel would be perceived negatively in this companie's line of business?

None

Project Brief # 3 Children's business:

1. What is the business? Spell its name including any hyphens, caps and lowercases.

Fancy Tots

- **Describe its corporate mission.**

Build up a brand name of children's clothing which will be indicative of a luxury clothing line. The branding strategy will concentrate on well dressed children with an independent attitude. Not to be mistaken with "bling" or "spoiled tarts" concept.

- **What specifically does this company do?**

Children's clothing made with premium material. All clothing lines will compete for trendsetting status.

- **What do they want to convey to the target audience?**

Fancy Tots is the new trendsetting clothing line for children yet very practical for daily wear and use.

- **What benefits do clients receive from working with your products or service?**

High end materials. Medically safe and recommended materials for baby's clothes. Competitive prices yet high value goods.

- **Use adjectives to describe how you want the organization to be perceived:**

Trendy, fun, practical, childish, cute.

2. Who is your target audience? include age, gender, income, education:

First time parents, specifically, mothers with disposable income. Age demographics: 20 - 34.

3. What are your design preferences?

• Do you have a color preference?

Pastel colors are a preference but we wish the designer to have full freedom to experiment colors

4. There are two kinds of logos, ones that use a custom font only (ie. IBM, Fedex, GAP) and ones that use a word accompanied by an icon (ie Nike, Apple Computers, Sprint). DO you have a preference towards one or the other?

Icon logo.

5. Who is your perceived competition? Do they have websites or material that i can view?

OSHKOSHBGOSH

6. Are there any colors or shapes that you feel would be perceived negatively in this companie's line of business?

Please stay away from dark colors. If Dark colors should be used, please do not use them dominantly.

Project Brief # 4 Food Industry:

1. What is the business? Spell its name including any hyphens, caps and lowercases.

Tava

- **Describe its corporate mission.**

Fine Cuisine dining with a vegetarian twist.

- **What specifically does this company do?**

Vegetarian dishes that are created with unique concepts of preparing vegetarian dishes: Grilled vegetables, seafood accented, vegan dishes, casual vegetarian dishes.

- **What do they want to convey to the target audience?**

Introduce non-vegetarians to vegetarian dining without intimidation. Critically acclaimed cooks, contemporary atmosphere.

- **What benefits do clients receive from working with your products or service?**

Excellent dining in a trendy and hip atmosphere.

- **Use adjectives to describe how you want the organization to be perceived:**

Trendy, "it" place, vegetarian dining, social spot.

2. Who is your target audience? include age, gender, income, education

18 to 40 heavy target. 18 to senior appeal. Disposable income, college educated. (Note; cost per person will be \$ 40 USD)

3. What are your design preferences?

• do you have favorite logos?

None but we prefer Type Logos.

• Do you have a color preference?

No but we prefer to stay away from multicolored logos - we don't want to give off the idea that we're another "corporate owned & franchised" restaurant. No mascots please.

4. There are two kinds of logos, ones that use a type logo only (ie. IBM, Fedex, GAP) and ones that use a word accompanied by an icon (ie Nike, Apple Computers, Sprint). DO you have a preference towards one or the other?

Type logo please.

5. Who is your perceived competition? Do they have websites or material that i can view?

No direct competition at this point.

6. Are there any colors or shapes that you feel would be perceived negatively in this company's line of business?

Please do not use too much green as it may be counter-productive. Remember, we are not militants about vegetarianism, it's all about the fine dining.