



NIPPO.PL  
branding & more

# brief: branding/ rebranding



**CLIENT:** Please specify the name of the company or brand that the project concerns and optionally a website and company details for the agreement.

**PROJECT:** Does the project involve the creation of a new brand or the refresh of an existing brand?

**DATE:** Date of completing the brief:

General deadline:

Deadline for the first proposals:





**PROJECT OBJECTIVES:**

*(what should create the new brand or refresh the existing brand and how should it be done?)*

**For a new brand:** what is the business purpose of the company, i.e. what has prompted you to create a new brand (e.g. income source diversification, different positioning of a new brand in relation to its parent brand, the need to replace the old brand with a new one, etc.)

**For existing brands:** what is the business purpose of the project, i.e. what prompted you to perform rebranding (e.g. a change in brand positioning [e.g. to raise its prestige], bad associations with the old brand name, a change of the product range or the scope of the company's operations, a refresh and reorganization of the visual identity, etc.).

**TARGET GROUP:**

*(to whom the message is addressed: earnings, education level, place of residence, etc.)*

**Core target:** who are the people that are our most important customers.

**Wide target:** who are the people that are not our main customers but are the company's business back end, so we cannot overlook them in the creation process.

**REBRANDING: the current status of the brand:**

*(what does the customer think about the brand now?)*

**For existing brands:** what does the customer think about the brand to undergo rebranding (conclusions from one's own observations and – if available - focus groups and consumer insight studies, etc., any information on the current assessment/perception of the brand), such as:

- The brand is perceived as not very dynamic with narrow specialization; we want to change its perception/position on the market
- Some serious image problems are forcing us to change considerably the communication or even distance ourselves from the previous brand / company image
- The brand image was designed a long time ago and is outdated in the opinion of our customers; it does not keep up with the image changes made to other brands
- The brand is positively assessed by our customers as a serious stable company. Also, our identity is valued highly, but we want to consolidate this assessment with a subtle facelift and rearrangement of the existing brand image



**BRANDING/  
REBRANDING**  
– objectives:

*(expected, targeted  
reception  
of the brand)*

**Objective, or the expected reception of the brand:** Please provide the description of what the expected final reception of the image of the newly created or refreshed brand should be like. In other words: what we want the viewer of our project to think about our brand at the end of the project, e.g.:

- We want to distance ourselves from the past; the new image is our clean slate in dealing with customers and B2B
- We want to catch up and even overtake other companies from the viewpoint of the company image since they have begun to overtake us at the marketing perception level as a result of a refresh of their image
- We want to consolidate our leading/forefront position in the industry and show that experience and stability do not exclude changes. On the contrary, we still keep our finger on the pulse and do not need to change much to continue to be at the forefront

**POSITIONING**

*(what will be the  
final position-  
ing of the brand  
compared to the  
industry?)*

**What will the target character of the brand be like:** this can be described using three adjectives, such as:

- professionalism, experience, tradition
- modernity, creativity, professionalism
- courage, fun, entertainment

If a more precise analysis was carried out, we are happy to read more information in this section on the target brand positioning strategy.

**MESSAGE OF  
THE BRAND:**

*(in one sentence –  
what will be the final  
differentiator of the  
brand?)*

**Big Idea;** if it is possible to do so in one sentence, please describe the idea, the main differentiator of the brand which will be our final destination for both branding and advertising.

**Big Idea Support:** if the background for the Big Idea was determined to further develop the main idea / brand differentiator, please do not hesitate to describe it.



**TECHNIQUE:** **Should the logo have a logomark?** (Logomark is a graphical element that is not a letter or digit and is located directly in the name of the brand. For example, the logomark of mycha.eu is the letter M inscribed in the contour preceding the name of the brand).

*(are there any graphic criteria imposed for the realization of the visual identity of the brand or do we have a free hand?)*

**Do we have graphical guidelines regarding the logo?** (they are not necessary, but if this is the case, please let us know that we have full freedom in this regard). That is, for example:

- should the logo be only monochromatic
- should it have one additional leading color (important, for example, for the refresh of the logotype when we are changing the shape but leaving one specific color of the existing visual identity of the brand)
- only typography (only signature, without the logomark)
- it is desirable to use a 3D-imitating gradient in the logo
- and any other signaled graphical solutions

**Do we have graphical guidelines regarding the visual identity?** (they are not necessary, but if this is the case, please let us know that we have full freedom in this regard). That is, for example:

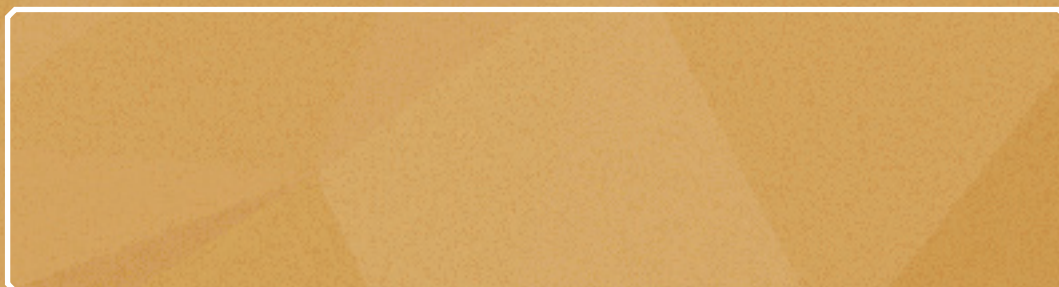
- new identity should refer to the current one with the applied color palette
- it should keep a certain graphic detail (or key visual) that functions as a reference to the idea of the brand
- for any reason, it may not use some specified graphic elements: e.g. the brand definitely wants to move away from the previous image, so we have to completely disregard .....x..... element when creating the new identity



**COHERENCE:** **Should the visual identity of the brand match some existing graphic elements?**

*(whether for business reasons, we must take into account some existing elements of the visual identity of other brands?)*

- Example 1: the logotype must refer to a coherent graphic line of other entities being part of the corporate group
- Example 2: the identity must refer to/ contain a graphic element that has always been associated with the brand or a group of brands (example: ING = Lion)
- Example 3: the introduced product is a new offer being part of a broader line of similar products, so its visual identity must include element .....x..... that is characteristic of the entire product line





**SCOPE AND BUDGET:**

*(how many variants should the logo have, how many final versions should there be, and should the full identity/CI be prepared?)*

**Option 1:** when the exact scope of work is known, please specify it here for the price assessment, e.g.:

- a refreshed name and claim, logotype, visual identity, and brand book
- a new name and claim, logotype, and extensive visual identity, brand book, manual advertising materials (e.g. online banners, press advert, flyer), website
- a wide scope of work on the new brand and advertising campaign (in the case of the advertising campaign, additional information on the planned purchase of media will be necessary)

**Option 2:** when the implementation budget is strictly specified – please specify the planned amount/budget for branding/rebranding, and then we will present the scope of services offered for the specified amount

**COMMENTS:**

**Space for any other suggestions**, such as the indication of good existing companies or brands whose style, quality or market positioning can be a hint for us (e.g. this is a good place to identify the inspirational market leaders or companies that are at our heels).



Thanks!

please send to:  
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