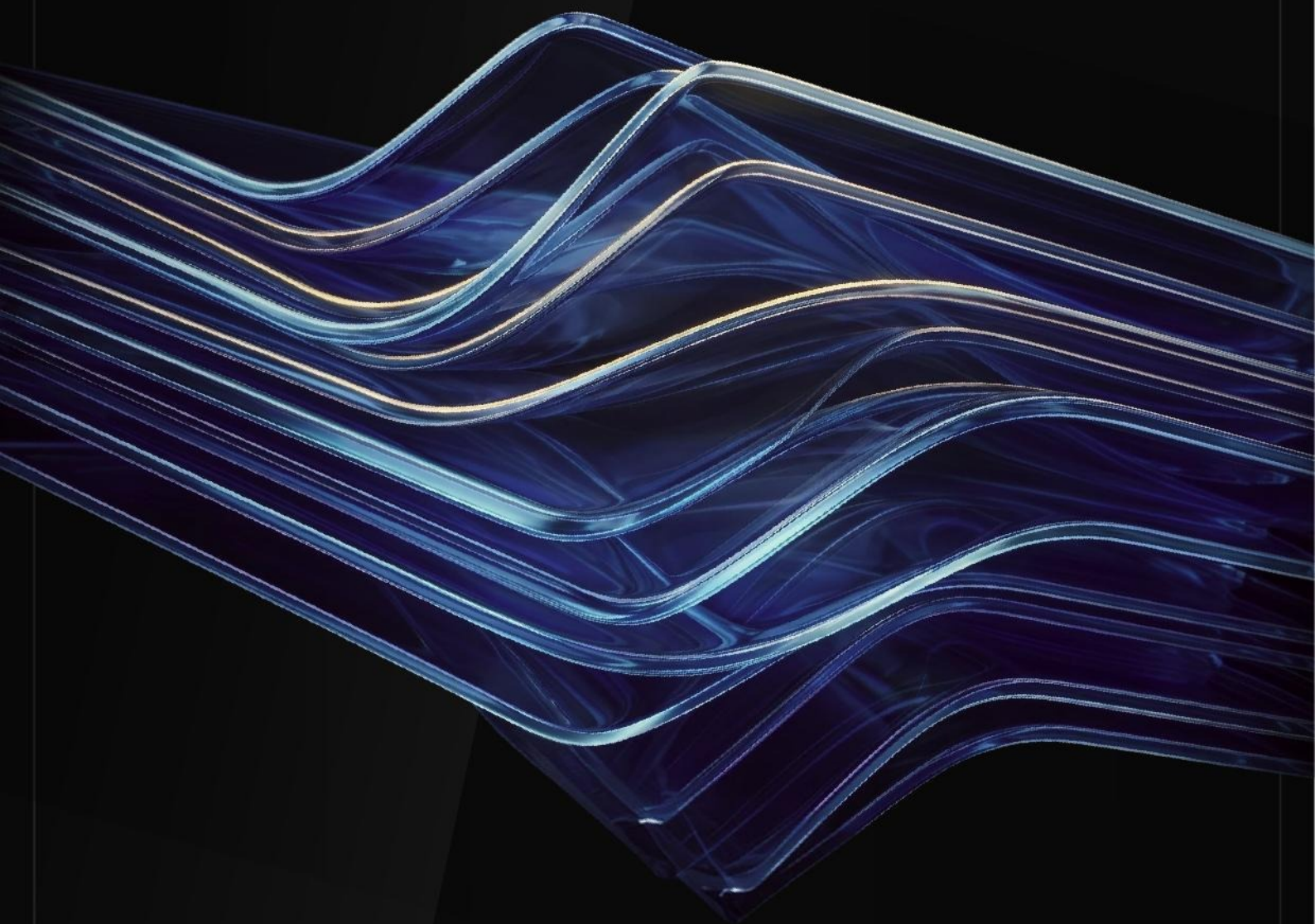


The briefing for your brand identity

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HOW TO USE THIS BRIEFING

Strategy first, then the look.

Most identities go wrong before the design starts: the brief describes a style, not a brand. This briefing starts where we start at Viralistic: who you are, who you are for and what people should feel at first contact.

Fill it in with the people who decide and keep it short. Unsure? Write down the question.

By **Marrallisa Kreijkes**, Founder of Viralistic and official n8n Ambassador

01 BRAND CORE

What the identity has to carry.

What you do

In one or two sentences, the way you would explain it to a new client.

For whom

Your ideal client: who they are, what they value and what they look for when they find you.

Why it matters

The problem you solve and why it is worth solving. Why do clients choose you, and why do they stay?

The transformation you bring

Where is your client before working with you, and where after? Describe both sides.

02 POSITIONING AND COMPETITORS

Where the brand stands in the market.

Your position in one sentence

For [client], we are the [category] that [difference]. Add your segment and price level.

Your three main competitors

Name them, and note what each one does well and where it falls short.

What sets you apart

The difference a client notices and can check. Not 'quality' or 'service', but what makes them tangible.

03 PERSONALITY AND TONE OF VOICE

How the brand should feel and sound.

Three words your brand is, and three it is not

For example calm, precise, warm, and not loud, trendy, cheap. First line: what you are. Second line: what you are not.

How you speak to your clients

Formal or informal, brief or elaborate, expert language or plain words. Add one sentence that sounds like you.

How a client should feel after the first contact

One sentence. This is the test for every design choice.

04 VISUAL DIRECTION

Your references, and the boundaries.

References you like

Brands, websites, interiors or print, also from outside your sector. Note what appeals to you in each one.

What stays, and what you can share

Elements that must or may remain (name, logo, a colour, a symbol) and the files you have: logo, brand guide, photography.

Colours, styles and clichés to avoid

Include what your competitors use, and anything with a negative association in your market.

05 APPLICATIONS NEEDED

Tick what you need at launch and what can follow later. Add quantities or formats in the notes.

APPLICATION	NOW	LATER	NOTES
Logo and logo variants			
Typography			
Colour palette			
Photography and image style			
Website			
Social media			
Stationery: business cards, letterhead, email signature			
Signage and wayfinding			

06 PRACTICALITIES

What the project has to fit into.

Deadline

The date and what drives it: a launch, an event, an opening.

Decision makers

Who gives input, who decides and who has the final say. Fewer is better.

Budget range

A range is enough. It decides how far the identity can go in its first phase.

07 WHAT A COMPLETE IDENTITY DELIVERS

Check every proposal and every final delivery against this list.

- ☐ The logo comes in every variant you need: primary, horizontal and icon, for light and dark backgrounds
- ☐ **Logo files are delivered for screen and print**
SVG and PNG for digital, PDF or EPS for print, plus the editable source files.
- ☐ **Every colour has its codes in RGB, HEX and CMYK**
Plus Pantone where print or signage needs exact colour matching.
- ☐ **The type system sets the fonts for headings, body text and small print**
With licences that cover desktop, web and every other use you need.
- ☐ Usage guidelines show clear space, minimum sizes and what not to do
- ☐ The image style is described with examples, so every photographer and designer works to the same brief
- ☐ Templates are ready for the documents you use most, such as presentations, proposals and social posts
- ☐ **A tone of voice document describes how the brand writes, with examples**
Built on the three words your brand is, and the three it is not.
- ☐ You have all files and the brand guide, the usage rights are agreed in writing, and you know where everything is stored

Any questions? Get in touch.



Scan to connect with Marrallisa on LinkedIn

Plan a strategic call: calendly.com/marrallisa/30min

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