

1. Background – Who is the client and what is their current situation?

Trillium Arts is a multi-service creative endeavor including: illustration; web, print, and multimedia design; custom fashion and fantasy leatherwork. Current brand identity is stale and doesn't show depth or breath of work.

2. Objective – What are you trying to accomplish?

To update the brand identity to be modern and polished and show more representative examples of work.

3. Target audience – Who are your client's ideal customers?

Small businesses and individuals looking for unique designs that express their personality and that appreciate close attention to detail and high quality.

4. Message – What is your client trying to say?

Trillium Arts will bring creativity and a very high level of quality to design projects in many different media, and will make something that is truly unique and expresses the clients personality and style.

5. Competition – Who are your client's biggest competitors?

Other local design firms and leatherworkers

6. Distinguishing Characteristics – What makes your client unique?

Designs in many different media

Produces the highest quality product

Works with clients to be sure that the results truly reflect their desires

7. Creative considerations – Does the client have any specific directives that should apply to the work?

Nope

8. Tone or Keywords – What personality does the client want to project to their audience?

Fun

Sophisticated

Diverse

Surprising

Unexpected