**OneSpace Branding/Positioning BVI Timeline**

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**Scope/Assignment:**

Create a comprehensive brand visual identity for OneSpace that positions the brand as an innovative market leader for contract-based/freelance employment solutions. This includes development of: strategic positioning, core value identification and overall development of the brand voice and visual style.

**Creative Direction:**

Work must relate to the brand’s passion for creating intelligent solutions for flexible workforces. It should be purposeful, spirited, smart and adaptable. It should not appear complicated, flashy or pedestrian. It should be relatable to employer *and* employee audiences.

**Approach**:

All scenarios assume OneSpace will provide a written brief on the project prior to project kickoff that outlines any specifics requirements, expectations or timeline considerations. This will be used to set expectations, parameters and timing.

***Scenario A: Brand Guidelines “Pomeranian”***

This assumes usage of name OneSpace and involves strategic development of this brand through light direction– primarily through *visual* guidelines.

Deliverables include –

Phase 1:

***Whitepaper “Brand Truths”****:* Brief overview document of brand values, traits and personality to be used as a benchmark for logo design.

***Logo Design :***vector based logo designs based on brand truths doc. (3 options)

Phase 2:

***Brand Visual Identity Deck (BVI****)* : Document outlining basic rules/key visual markers of the brand. This includes logo variations, do’s and don’ts, design cues, color palettes and style guides for imagery/illustration/typography, style tiles and print and digital guides for execution*.*

**Timeline**:

Timeline is for Scenario A as outlined above.

Phase 1: Core Brand Equities

***1.1 Brand Truths Doc :***  Brief overview document of brand values, traits and personality. This includes a writeup of mission statement, word to use/not use, personas, tone of voice, strapline options etc. Deliverable is white paper only.
\* (visuals will be applied in phase 3)
Email Review: Wednesday July 29, 2015
*Feedback due within 5 days (Revisions will occur within 3 days of feedback and be completed concurrently with next phases.)*…..

***1.2. Logo Design :***vector based logo designs (3*) based on brand truths doc.*

***1.3. The Color Palette*** : outline of primary and supplementary color usage for each of the 3 identities outlined above. *\*At least one option will be based on color palette provided*

***1.4. Typography*** : overview of primary and supplementary type usages
for each of the 3 identities outlined above.

Presentation (Preferably In Person)
Week of August 10th TBD

Feedback due within 5 days

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***1.5. Revisions*** : Revisions will occur within 3 days of feedback for each round. If revisions are extensive enough to warrant a timechange client will be notified. Project is scoped for *2 rounds* of revisions to Logo Design, Color Palette and Typography.
Email Checks for Revisions: TBD

Phase 2: Graphic Personality
*(based on Core Brand Equities above) Phase 2 starts when phase one approvals have been given.)*

***2.1. Logo Forms/Variations*** : Will address the various states of the logos i.e. horizontal and vertical layouts, one color vs. full color etc. If there are simplified versions etc.

***2.2. Logo Usage :*** Will address usage states and sizing/spacing guidelines.

Email Review: 3 days after logo is approved.

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***2.3. Comprehensive Color Palette Extension*** : Will cover core logo tonalities as well as supplementary colors and usage for design elements. Will include color proportions of usage as well.

***2.4. Typographic Style***: Style sheets for brand typography usage, weights, styling, spacing, alignment etc. for digital and print usages.

Email Review: 5 days after logo is approved.

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***2.5. Design Principles*** : Overview of core layout principles and style

***2.6. Graphic Elements***: Outline of styles and usage occasions for visuals – primarly illustrations and photography.

Email Review: 3 days after section 2.1, 2.2 and 2.3 are approved.

***2.7. Design Application examples*** : Will be shown in deck R1.

Phase 3: Deck Creation *(based on all of the above decisions being approved)*

***3.1. Creation of comprehensive Deck*** : This will primarily be laying out all the previously approved content In a visually organized way.

In person review – TBD (Based on earlier timelines)

***3.2. Revisions***: These should be minor

1-2 days turnaround for final deliverable deck.