

Kree8 Branding Agency

Illuminating the way the world sees businesses through culture, creation, and compassion (potential tagline)

Briefing

Kree8 is a cutting edge Branding Agency. The purpose of a brand is to differentiate itself as a company from its competitors. As a branding agency, we want to help create, develop, and restyle iconic brands that will 'shape our culture'. In doing so, Kree8 must have a strong powerful brand of its own which is consistent and strategic. The brand will offer empowerment through mentoring to its customers, and Kree8 will establish a client's 'brand DNA'. Brand DNA will be evident throughout their products and services, and that in turn will help their customers to become 'empowered to do something different'.

Our branding agency has the ability to work across multiple platforms. Our customers will run the gamut from: digital companies, brick and mortar stores, restaurants, and an individual's personal brand.

What is Brand DNA?

Brand DNA is everything that a company is designed for and is known for. Once a brand's DNA is established, it will help Kree8's customers to understand 'brand identity' and the strategy and consistency behind it. It will be the essence of how a company would like to be perceived by the world, and by using the elements of brand DNA, the reliability and overall message that the brand is trying to convey will be created.

Every strong brand stands for something-one differentiating attribute; some call it essence. This is the heart and soul of the brand, and its underlying message should be strongly sensed throughout every aspect of the brand. The essence should be felt in everything a company does, from website design, to color choice, photography, and customer service. It is a collection of thoughts and feelings about one's experience with the brand. These views are intangible and will differentiate the brand from its competitors, and will give the audience the primary reason to choose a brand over a competitor.

Kree8 Branding Agency's DNA

The Dream – What it is and why we do it

Our purpose is to offer empowerment, influence, and symbolism, especially in an age where these concepts have become indistinguishable from one another. An iconic brand does not try to be part of their respective culture. Instead, they shape our society. As a creative branding agency, our aim is to create an exciting and unique brand. Kree8 is here to influence, build trust, and develop customer relationships. A brand is not just a logo or a slogan. A brand is a mentor, helping the hero (customers) to become empowered to do something different. Our agency wants to leave an impression on the world. We don't just work for you; we work alongside you.

The Plan – The value and benefit we bring to our clients

We work through collaboration. A brand can be made amazing if group effort is a key strategy. We will offer on site sessions and workshops for local companies. For customers outside of our regional network, we will offer online seminars and collaborative digital programs. Our workshops will enable us to develop a greater understanding of client needs. Once our team understands a business inside and out, from every perspective, then we can discover what it is that makes your company special. Through collaboration we will become an extension to the client's team helping to not only create iconic brands but also to develop the culture of what that brand sets out to become.

The Identity- How we come across

Passionate – Our agency is enthusiastic to create new dynamics and break barriers within industries. Why aim to just be relevant? We use our expertise to help our clients be unique and present their business in a new way.

Engaging – A brand is a specially designed collection of thoughts and feelings about one's experiences with it. We believe that by our strong values of collaboration and engagement, we can unearth the core principles our clients work to achieve, so that their consumers can feel empowered by the same values.

Diverse – We work around your objectives. There are no two brandings ever the same, so we adapt our approach to each project we oversee.

Simplistic – A brand becomes stronger when its focus is narrowed and specific. We believe that the power of simplicity in branding helps deliver strong messaging to make a larger impact. Minimalism in branding is the act of developing a great amount of behind-the-scenes content and projecting it out to the public in a seemingly effortless way.

The Rules – Our values and what drives our culture

Empower - Our purpose is to offer tools to our clients, which will allow them breakthrough the normative mainstream. If we can empower our customers through creating a strong brand, the client's imprint will become an icon that shapes our world's future.

Collaborate – There is no 'I' in team. We collaborate so that we can offer only the best solution.

Connect – we don't just create. We develop. A lasting connection is key in delivering the continued support for the growth of a brand. We do not consider our clients as a one-time project. For us, the relationship will continue even after a project is completed.

Lead – it's all about seeing the bigger picture. Kree8 wants our clients to have an impact on the world for years to come.

Services that Kree8 Can Offer

Brand Strategy - Helping our clients to create a long-term plan for developing a successful and iconic brand. Brand strategy defines what a company stands for, a promise it makes, and the personality it wishes to convey to an audience. It includes the logo, color schemes and taglines. However, those are only the creative and aesthetic elements that communicate one's brand. A brand's main purpose lives in its every day interaction with the marketplace. These exchanges include digital advertising and marketing, social media marketing, E-mail marketing, digital video, photography, and a constantly updated website presence.

Brand definition – What makes you different? We will help to identify how our client's products and services are distinct from those in their competitive environment.

Brand Naming - Naming a brand is the start of a story. We know that brand naming is the ultimate challenge in creating the 'singular idea', the one that will make people curious to know more. We will work with you to create that name; a word or phrase that draws the customers in. If a client already has an established name, we will work to create an effective tagline or a new recognizable phrase to establish the brand's message.

Brand Guidelines – We know that truly great brand guides do one thing above all else, and that's inform. Your guide's most basic job is to teach everyone who sees it—whether it's an employee, a member of the media, or a graphic designer; what your brand is and what message it is conveying. Your brand should be able to be

described in one simple sentence. Our job is to work with you to create this guide, which will act as your mentor.

Workshops – What is a brand if nobody understands it? A brand cannot be strong unless the entire organization understands and embraces it. We hold workshop sessions with the entire business team prior to branding to get a feel for the company. We don't want to be an outsider working for you, we want to know how our clients operate to work with them. Once we have completed a branding project for a client we will then ensure that every person within the organization understands the values and the culture of the brand. Kree8 will continually follow up with team members through regular workshops, presentations, and updates via E-mail blasts and quarterly brand audit sessions. Again, it is our mission to constantly serve our clients and be a source of growth and inspiration at all times. Our aim is to collaborate with our clients to help them become empowered.

Graphic Design – A brand shows how we are represented as an organisation. To create a brand for our clients is to create their image, and to promote that image with campaigns and visuals. Our graphic designers are key to our creativity. From logo design to advertising to copywriting and slogans, our goal is to make our clients unique and recognizable and to project the image that encompasses the values they stand for. Our designers will not just simply provide logos and brochures, but oversee entire campaigns and ensuring the consistent message empowers the client.

Website and Marketing Services – Kree8 will work hand-in-hand and diligently with website designers and marketing masters within our network. The client's website will be unmatched in style and aesthetics. Not only that, but the website's back end will come equipped with SEO and data analytics tools. These tools will be predominant with our marketing colleagues. The marketing team will craft dynamic advertising campaigns tailored to our client's needs and wishes. Our team offers services of varying degrees to help each client achieve branding that will be most impactful.

The Look – Visual Elements

Company Name – The company does not yet have a decided name. Ideas so far have been Kree8 or Collaborate. This is not yet decided upon. As with the below aspects of the 'look' of the company. Words that best describe how the company should be perceived include 'Simple', 'Quality', 'Clean' and 'Calm'. Any suggestions for names would be kindly taken on board.

Mission statement – we are open to ideas suggesting a mission statement. This would hopefully derive from ‘the rules’ section of our brand DNA.

Colour Scheme – A colour scheme has not yet been decided. The branding agency identity can be described as Passionate, Engaging, Diverse, Simplistic, Quality. But the real words that I would like to be reflected in the colour scheme are ‘Simple’, ‘Quality’, ‘Clean’ and ‘Calm’

Logo – Again, a logo has not yet been decided but the same words ‘Simple’, ‘Quality’, ‘Clean’ and ‘Calm’ should be used when creating the logo. Simplicity is key for this logo, brands such as Apple, Nike, Mercedes all use simplistic logos which are instantly recognisable.

Tone of Voice – Passion is key for the branding agencies tone of voice. Lots of strong verbs should be used which offer empowerment. Examples of such empowering verbs are as follows: ‘create’, ‘define’, ‘improve’ and ‘change’.

Examples of Competitors

<http://stridestudio.co.uk>

<http://www.identica.co.uk>

<https://ultimate-uk.com>

<http://www.basicagency.com>

<http://row-a.co.uk>