

Sprout studio

Let's get you started.

Branding
Identity
System
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April 30, 2014

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Introduction Personal Statement

My intent with this project was make a strong branding system for a design firm. Sprout is a full service design firm that specializes in start ups and customers that currently have no on-line presence. Sprout is located in Minneapolis and services all of Minnesota and likely has a few clients from surrounding states.

All of the elements were chosen around the decision to specialize with start ups. Sprout refers to growing just as client would be with with an interactive on-line presence. The colors are geared towards nature. The fonts I chose remind me of garden vegetable markers. I wanted the brand to feel comfortable and trustworthy.

Brief

Target Market

Small businesses in Minnesota, mostly the metro area.

Value Proposition

We deliver value with our services. We will hold the customers hand every step of the way. No question is a stupid question.

Key Products and Services

We are a full service design studio. If you can think of it, we can probably make it happen.

Key Competitors

Design related businesses of all kinds in Minnesota and specifically the metro area.

Competitive Advantage

We specialize in the little guy. The client who isn't sure what he is doing or how to even get started.

Key Stakeholders

Employees, clients, and competitors.

Brand Attributes

Honest

honorable in principles, intentions, and actions; upright and fair.

Ambitious

having and showing a strong desire and determination to succeed.

Quality

a degree of excellence; a distinguishing attribute; superiority in kind.

Unique

existing as the only one or as the sole example; solitary in type or characteristics.

Diligent

having or showing care and conscientiousness in one's work or duties

Reliable

able to be trusted to do or provide what is needed; able to be relied on.

Enthusiastic

having or showing intense and eager enjoyment, interest.

Adventurous

willing to take risks or to try out new methods, ideas, or experiences.

Innovative

introducing new ideas; original and creative thinking.

Mission Statement

Sprout is a full service design studio that creates and markets brands at all levels. We specialize in start ups and customers who currently do not have an on-line presence. We are professional hand holders and question answerers.

Visual Brief

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Word, Name and Tag-line Concepts



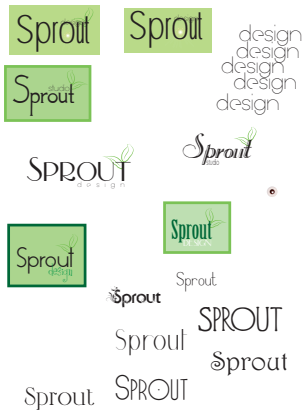
Logo Investigation

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Logo Concepts



Final Logo

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Color Printouts of the Elements in the system



Stationery



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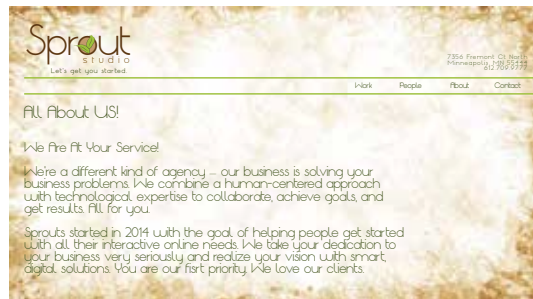
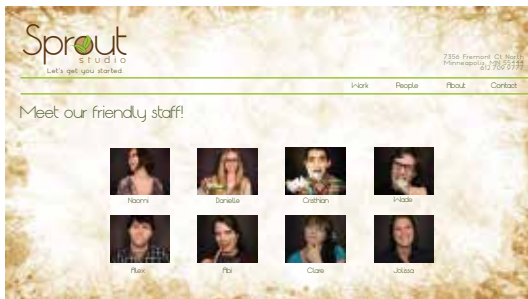
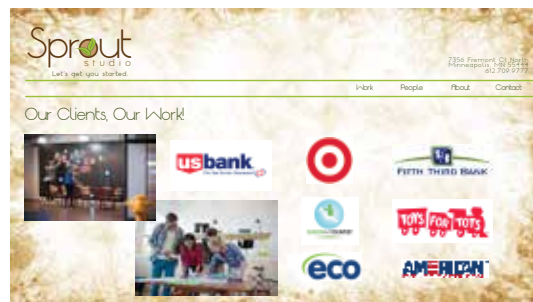


Poster



Touch points

Web Pages



Brand System Style Guide

Fonts Used:

Origin Regular, Bold, and Extra Bold

Asenine Regular

Colors Used:



Logo Variations:



Background Texture:

