

Bringing an idea to life
shouldn't feel like a leap
into the unknown.

Moving your idea forward

A practical guide to getting your next brand or
digital project off to a better start.

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You don't need all the answers. Just a place to start.

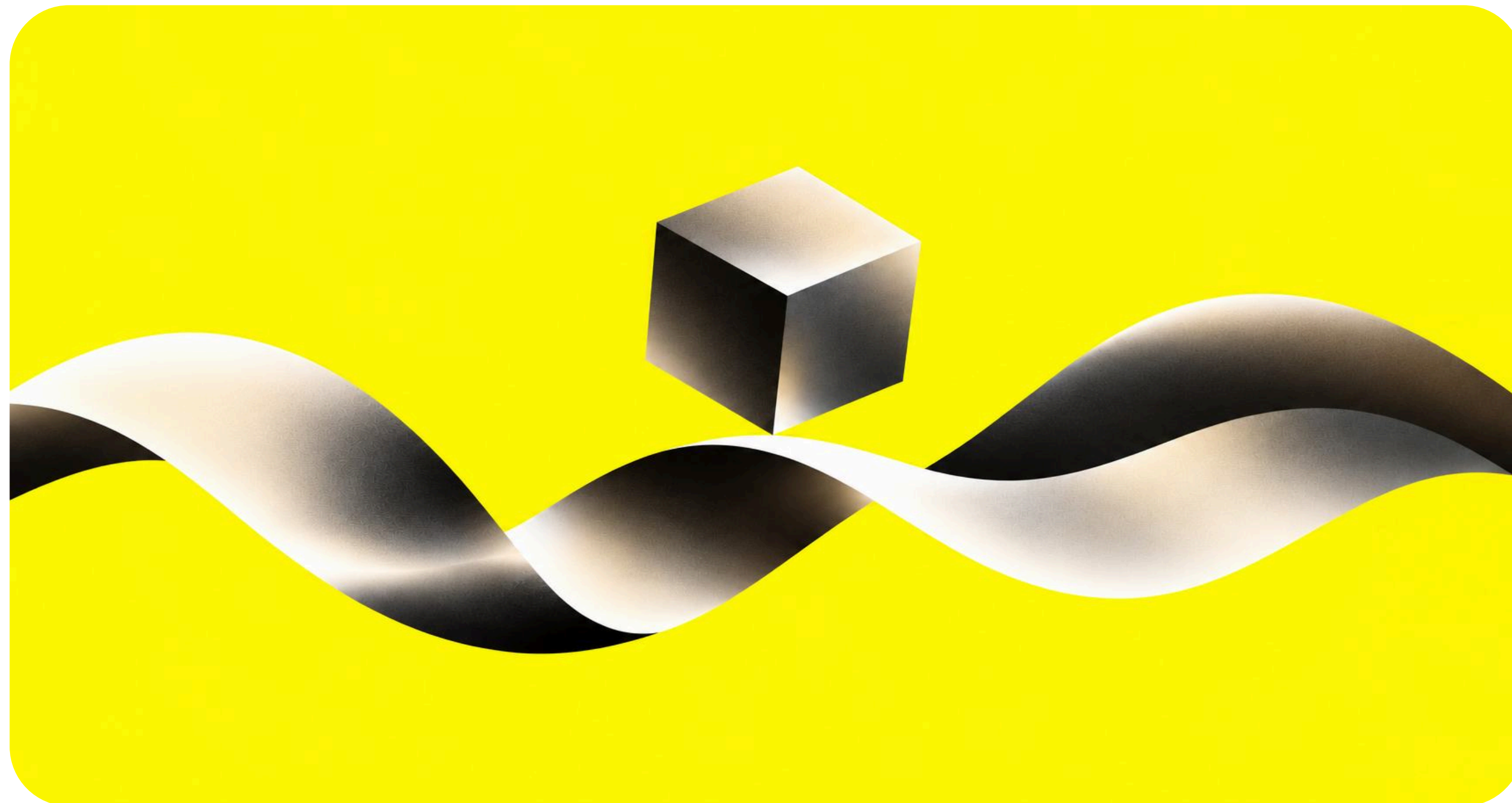
A new project usually begins with a problem, an ambition or the feeling that something could work better. Turning that into a useful brief is another matter.

Before thinking about deliverables, it helps to understand what prompted the project, where things stand today and what you want to be different once the work is done.

This guide gives you a few questions to consider across strategy, identity and experience. You can discuss them with your team, jot down your answers or simply use them to organise your thoughts.

Nothing here needs to be perfect. The point is to make the first conversation more useful.

Define the why before the what.



It's easy to jump straight to a new logo, a website or a campaign. But first, what is the business actually trying to change?

You might be entering a new market, struggling to stand out or finding that the way people see your business no longer matches what it has become. Different challenges call for different solutions.

The first step is to understand the problem, the people it affects and what a better outcome would look like. That gives the project a direction worth following.

A few things to consider:



- ☐ What has prompted this project, and why now?
- ☐ What business problem or opportunity should it address?
- ☐ Who needs to see the value in what you offer?
- ☐ Why should they choose you over the alternatives?
- ☐ What would be different if the project succeeded?

You don't need a fully formed strategy.
Start with what you know, and be honest about what you're still figuring out.

Know what stays and what changes.



A new identity doesn't always mean starting over.

Sometimes there's plenty worth keeping. Sometimes the business has moved forward, but its identity hasn't.

Look at what you already have, how consistently it works and what it communicates about the business today. Consider the impression you want people to have tomorrow.

You don't need to choose colours, typefaces or a creative direction yet. It's more useful to understand what should feel familiar, what needs to improve and where there's room to be different.

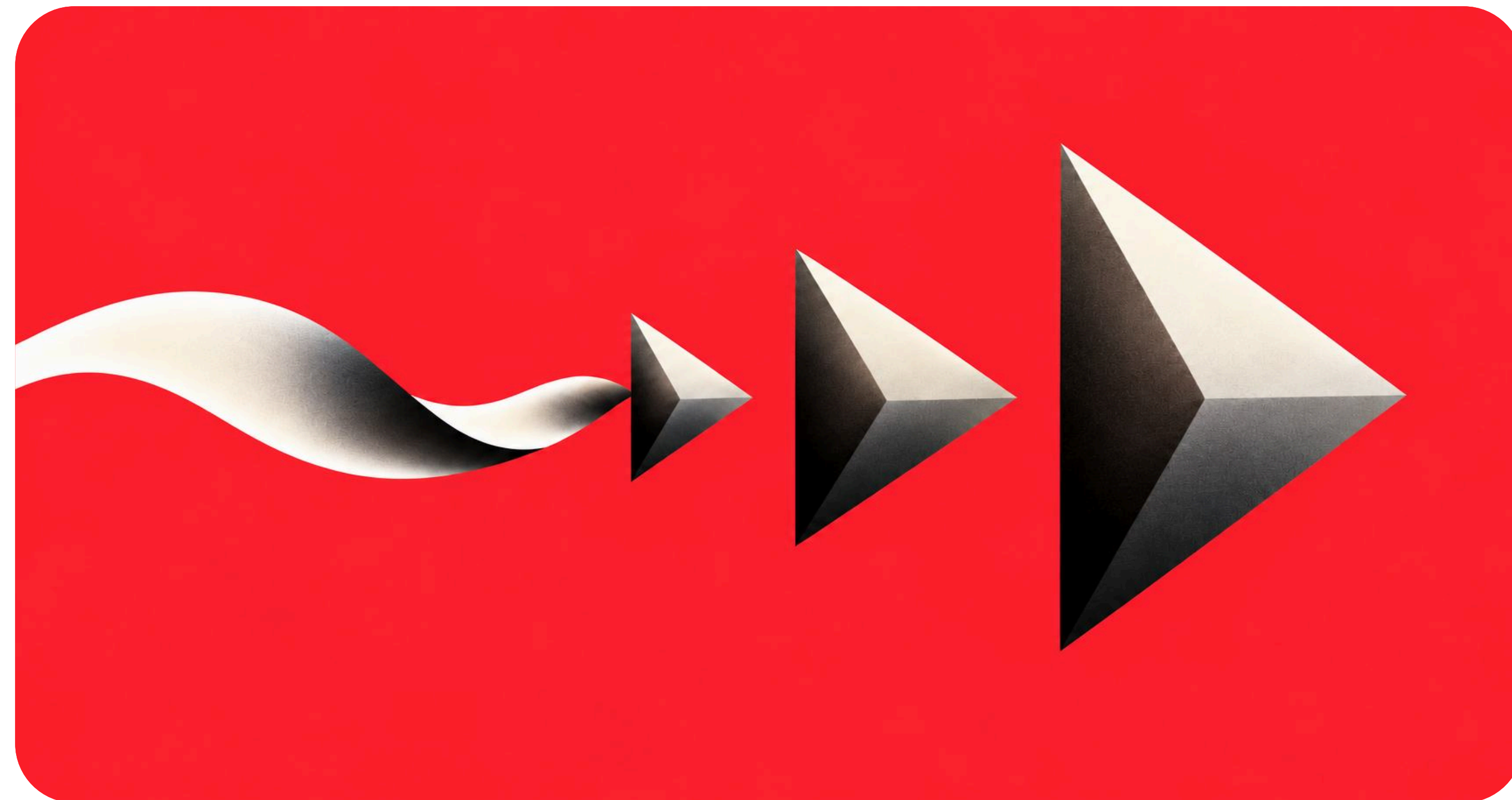
A few things to consider:



- ☐ Are you building something new or evolving an existing brand?
- ☐ What about the current identity is worth keeping?
- ☐ Where does it feel outdated, inconsistent or limiting?
- ☐ What impression should people have of your business?
- ☐ What brands do you admire or dislike, and why?

References can be useful. So can examples of things you don't like.
The important part is explaining why.

Think about what happens next.



A brand isn't experienced in a presentation. It's experienced when someone visits your website, uses your product, reads your content or gets in touch.

Whatever you're planning to create, think about the people on the other side. What should they understand? What should feel easier? What should they be able to do?

The right experience connects your intentions with the way the business actually works. A beautiful result matters, but so does what it helps people achieve.

A few things to consider:



- ☐ What are you looking to create or improve?
- ☐ What should people understand, feel or be able to do?
- ☐ Where do people currently encounter friction or confusion?
- ☐ What content, platforms or systems must the work connect with?
- ☐ What are the key priorities, decision-makers and constraints?

A little context goes a long way.
It helps clarify the project from the start.

Is it time to build together?

You don't need a finished brief to
start a conversation.

Let's talk.

Reach out:
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