

**XXIST
DESIGN
CO.**

WORK MANIFESTO



WHY XXIST DESIGN CO

This Manifesto is a promise to the process and the journey continuously explored to create odds and ends for jerks and beautiful collaborators.

To create thought provoking content through design thinking and unique visuals while collaborating with clients and expertise to tell a story through utilitarian style designs



***“A BRAND IS A PERSONS
GUT FEELING ABOUT AN
ORGANIZATION, PERSON OR
COMPANY.”***

- MARTY NEUMEIER



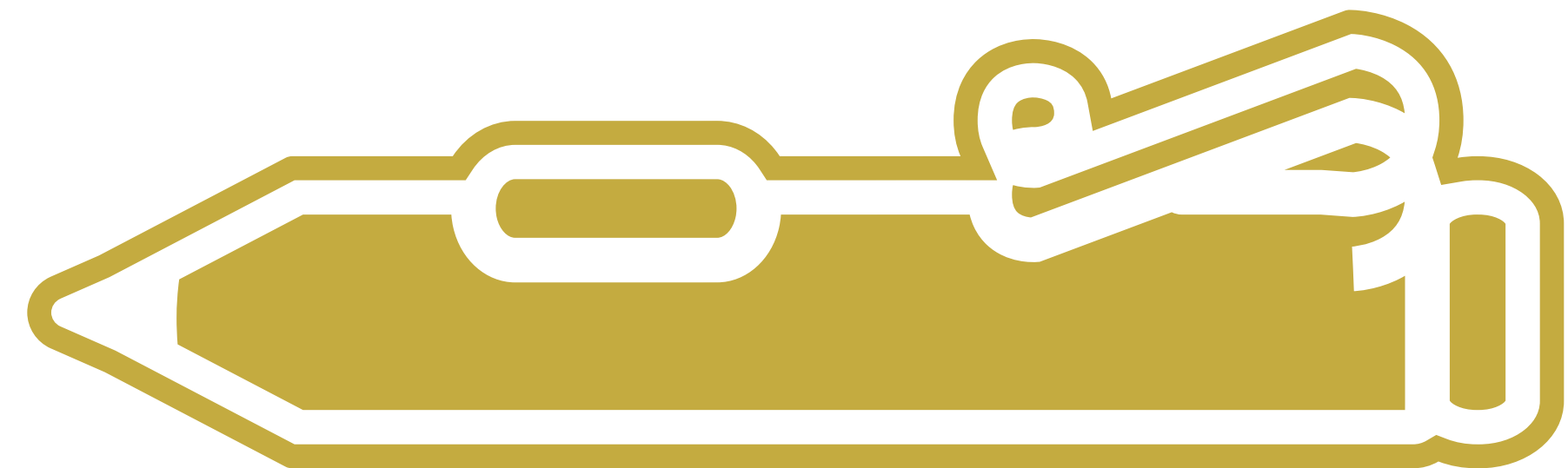
Brand development is the process of maintaining quality, distinctive assets, and consumer trust of a brand.

Brand development is an ongoing process of serving consumers. You might hear phrases like “development” or “strategy” and think of a brand checklist that gets you from start to finish. **Bing bang boom**, your brand is developed and now you’re done.

Unfortunately, that’s not how it works. Reality is that brand development is never “done.”

There are steps to brand development, {Strategy, Identity, etc) and great brands revisit their brand development constantly and everything they do is informed by the brand they want to maintain.

Your brand is your business’s personality, and it’s always in development.





CREATING WITH XXIST



BRAND STRATEGY

Before implementing tangible assets and visual elements to form the identity we must discover who/ what the overall brand represents. Creating the foundations that will define the brand, it is very important as every asset created will represent these core values.

MISSION

What is the overall why factor?

GOALS/VALUES

What are your company's beliefs

VOICE

How would your brand communicate, if human?

POSITIONING

Market positioning and unique traits

USER ANALYSIS

understanding who they are how they interact, live and spend



BRAND ATTRIBUTES

CULTURE

How would your community describe you?

CUSTOMERS

How would you describe your customers?

VOICE

How do you sound to others?

FEELING

How do others feel after interacting with you?

IMPACT

What tangible impact do you have on others?

X-FACTOR

What makes you radically different?



BRAND PRIORITIES

REVENUE

Online Store
Digital product
monitization
influencers
refferals

AWARENESS

Social Media
Print Marketing
Ad monitization
influencers
Trade show

EFFICIENCY

Accounting Software
CRM software
Website
In house Location
Remote software

It's recommended that this phase of discovery consist of a few brainstorming sessions lead by a strategist (ie. Akili Greer) with key stakeholders and decision makers.



**NOT JUST
SHAPES AND
IMAGES**

BRAND IDENTITY

Brand identity is the collection of all elements that a company creates to portray the right image to its consumer. Brand identity is different from “brand image” and “branding,” even though these terms are sometimes treated as interchangeable.



c 68% m 61% y 60% k 49%
r.61 g.61 b.61
Hex: #3d3d3d

c 25% m 27% y 90% k 1%
r.196 g.171 b.65
Hex: #C4AB41

c 0% m 0% y 0% k 0%
r.225 g.225 b.225
Hex: #ffffff

THE DISCONNECT

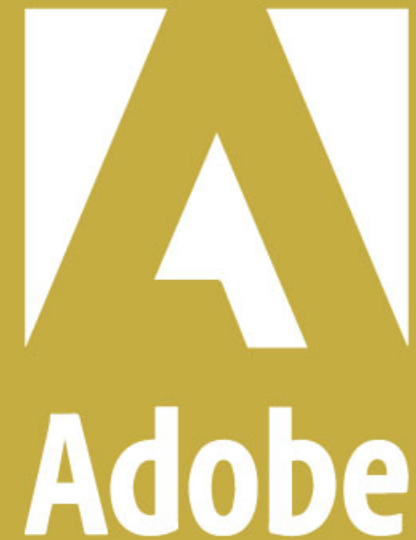
A common disconnect clients have is with what role the designer is actually meant to serve for them. Many assume a designer's job is assigned by the client to create a hierarchy of visual-based content specifically tailored to promote their business that fits their stylistic wants. This is wrong. It's not a bad thing, and it's no one's fault.

How are clients supposed to know the ins and outs of what makes great results-driven design if designers aren't there to help educate? Clients want and need that education, and as service providers it's our job and responsibility to help teach them.

Clients need to know we aren't designing for their personal wants but for their customers needs and for their business goals as a whole. This takes some progressive thinking on everyone's part. It's not easy to tell clients their personal design tastes sit lower on the totem pole because the customer's experience with their brand will always be more important. The sooner this can be established, the better.

Reference: www.forefathersgroup.com/services

LET'S GET STARTED



Adobe Arcobat DC

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