

## **Corporate Identity Project Profile**

---

Prepared by Bartlett Communications, LLC  
[bartlettcommunications.com](http://bartlettcommunications.com)

The answers to the following questions are meant to provide a knowledge base that both the client and design team can utilize during the creation of a new corporate identity system. An understanding of both an organizations business and culture is critical to making informed decisions during the approval phase of the project.

OBJECTIVES  
CORPORATE PROFILE  
AUDIENCE  
BRAND ATTRIBUTES  
COMMUNICATION VEHICLES  
APPROVAL PROCESS

### **OBJECTIVES**

What is the goal for this project?

What outcome will make this project a success?

What is the biggest challenge to accomplishing these objectives?

### **CORPORATE PROFILE**

What is your company's legal name?

What abbreviation or variation of your name do customers, employees and partners use?

What is your tag line? If you presently don't have one, what would you consider?

Briefly describe the story behind your company.

Who are your customers?

Who are your competitors?

How do you distinguish yourself from competitors?

How is your organization viewed from within the industry?

## **AUDIENCE**

Who are your existing customers?

Who would you like to have as a customer?

Customer Age Range? Gender Breakdown? Job Titles?

What media do they regularly read or watch? [e.g. magazines, newspapers, radio and television, etc.]?

Other Relevant Information?

**BRAND ATTRIBUTES**

What is your mission statement?

Describe your organization's culture?

What values best describe your brand?

What image does your company want to project?

What are the pros and cons of your company's image?

PROS

CONS

What companies do you find appealing from a branding perspective, and why?

What companies do you dislike from a branding perspective, and why?

## **COMMUNICATION VEHICLES**

What marketing materials do you have and how often do they change?

What new marketing vehicles will be created in the future?

## **APPROVAL PROCESS**

Who will be managing the project on the client side?

Who is responsible for approving work? Will there be more than one group who will approve work?

Is there a hard deadline for this project? Are there other events/initiatives that will influence the schedule [e.g. marketing campaigns, industry events, etc.]?