



## Standard Operating Procedure

# Brand Discovery

### Table of Contents:

<b>Purpose</b>	<b>1.</b>
<b>Goal</b>	<b>1.</b>
<b>Procedure</b>	<b>2-3.</b>
<b>Brand Kit Requirements</b>	<b>3-5.</b>
<b>Moodboard Requirements</b>	<b>5-7.</b>

*"Standard documentation is what turns knowledge into a group asset."*

# Purpose

---

The Purpose of this **SOP** is to create the process in which we operate at Member(dev) after the initial sale. Included in this SOP will be the style guide for how to create a brand kit, and the important questions needed to have the ability to gather the right material for the kit. Including, fonts, colors, (primary and secondary), and overall design tone used throughout the client sit. In this SOP, we will include the process of building a brand kit with the help of the client information. Also, properly formatting of the **moodboard**, which will include images and the overall design tone of the client site.

# Goal

---

The main goal with creating this SOP is to help anyone employed by Member(dev) better understand the Member(dev) process, so that anyone can recreate the ideas and branding used by Member(dev), or branding associated with Member(dev) for the clients of Member(dev). Creating this SOP eliminates the need for interpretation by employees and makes sure that the process and procedures are followed as intended.

# Procedure

---

## Project kickoff meeting:

In this meeting we need to ask the right questions to gather the right assets for the clients brand. Asking the right questions will leave less confusion later on when building the brand kit for the specific client.

During this “kickoff meeting” we will ask specific questions that will help the brand kit building process - **Note:** During this process **EVERYONE** needs to take very specific notes. Below are some example questions to ask the client that will help with this process.

- *What do you like about your current brand identity?*
- *What don't you like about your current brand identity?*
- *What's the story behind your current brand?*
- *Can you name a few examples of brands you admire?*
- *Who exactly is your ideal client?*
- *Who are your direct competitors?*
- *What are your ideal customers' biggest pain points?*

*“Getting acquainted with the client's target audience is crucial to building a unique and impactful brand kit.”*

**NOTE:** After this “kickoff call”, understanding the Logistics of the brand design project is crucial to developing the right brand kit for the clients.

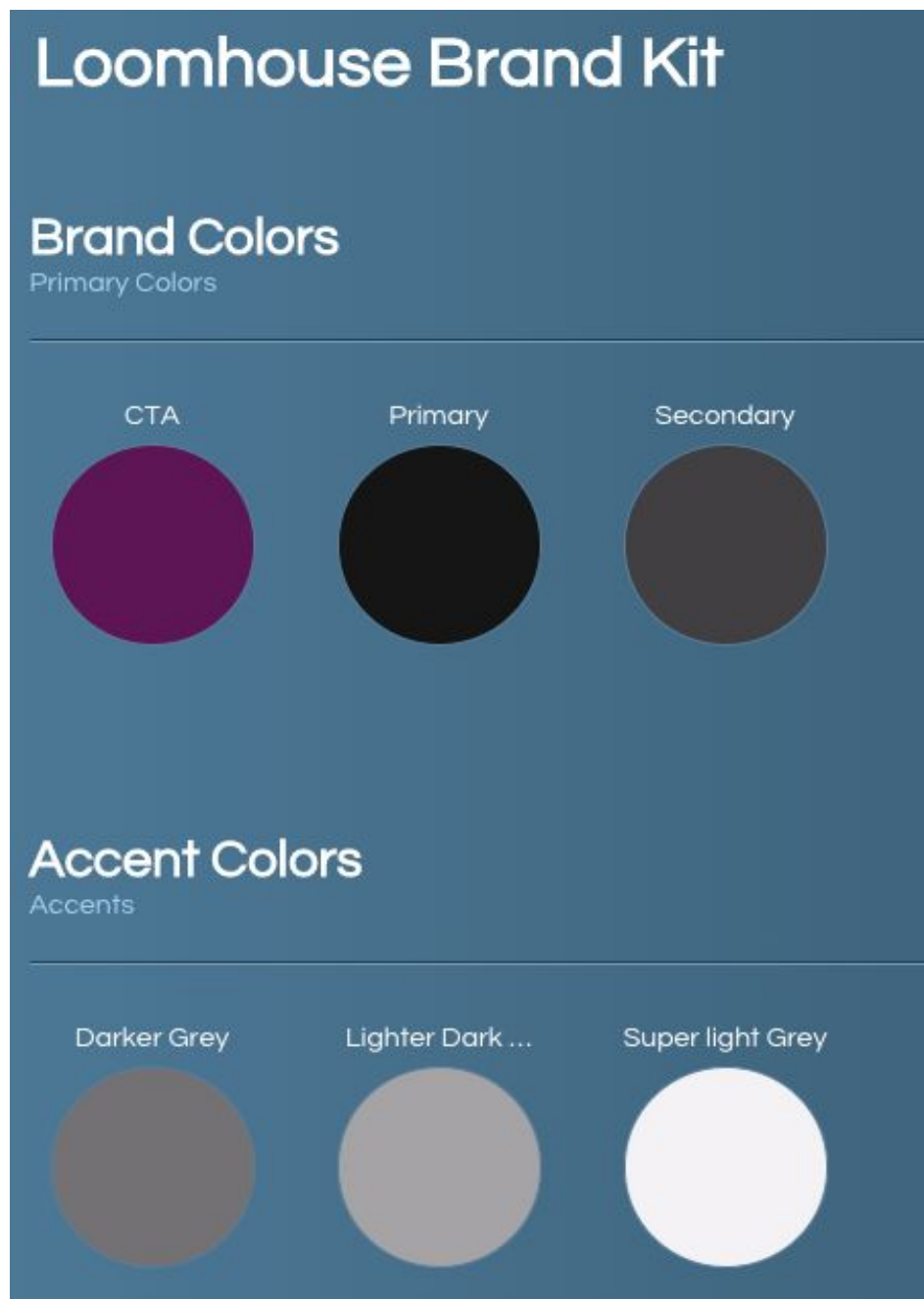
## Brand Kit Requirements

---

After reviewing and comparing notes with everyone else on the team, then you will start the process of building the brand kit. Collaboration with the clients during the building of the brand kit will ensure this process will be as streamlined as possible.

- Start to gather the brands primary and secondary colors and typography that will be used throughout the website. **NOTE:** You can build this kit in **Mockflow**, we use Mockflow as a tool for wireframing and building the clients brand kit.
- Once you have the primary and secondary colors chosen, along with the typography picked out, you will be required to send the kit to the clients for approval.
- Below will be the standard kit we use to display the colors for the brand kit when sending the colors to the clients for review.

# Example Brand Kit



# MoodBoards

---

It's important to understand why we're creating these moodboards for the clients before actually understanding how to create one.

*"Why do we create moodboards in the first place?"*

We create moodboards for 2 reasons:

1. **It helps you.** Gathering some ideas and inspiration before you actually start the visual design process can streamline the entire design process and cut down the time you spend staring at a blank screen.
2. **It helps the client.** Creating a mood board to present to clients gives them an idea of what the finished product will look like and allows everyone involved to agree on a direction before too much work is done.

*"Without documenting anything, knowledge about company processes is locked inside the minds of a select few people, all of whom assume that everyone is on the same page."*

# MoodBoard Components

---

- Moodboards contain the overall *mood* of the website.
- Using Sketch, or Photoshop, create a Mood board of different design elements you have created specific to the mood you're going to incorporate in the final design.
- The elements on the moodboard should be the same fonts and colors used in the branding kit.
- Include images that relate to what the overall feel of the site is going to be. You can do this by matching brand qualities to content.
- Creating more than one moodboard will help you refine the mood and feel of the client site. Also, your second and third iterations are *always* going to be better than your first.

