Cow

Preliminary Brand Questions

- **What is the organization and what is its purpose?**

  Cow allows users to take care of all of their money management needs from one place.

- **What does it produce (if anything)?**

  Cow builds and maintains a software application for mobile and web.

- **What is its history, how did it get to where it is now?**

  It is a startup company.

- **What type of culture and physical environment does it have?**

  Cow views itself as an alternative to the traditional financial services industry and as such its culture is much more relaxed and fun, more in line with the typical tech company than traditional established financial companies which take themselves much more seriously.

- **Who buys their products? What are their demographics?**

  Cow is primarily targeted towards a millennial userbase.

- **What are the organizations objectives for changing the existing identity?**

  As a startup, Cow's goal is to establish its brand and present itself as an alternative way to manage personal finance – challenging the idea that one must employ banks and other financial service organizations in order to have access to viable money management.

- **What's the organization plans for the future?**

  In the near term, they're focused on growth and establishing the company.

- **Who are their competitors and what do they look like?**

  As mentioned, their primary direct competitors are the traditional financial services industry, but on a lesser scale they're also competing against existing finance apps that offer some similar services.

- **If the organizations could deliver only one message about itself, what should that be?**

  Cow wants to empower you to take complete control over your money.

- **How did you get the information? (interviews, online, etc.)**

  Online

- **Create a list of keywords (single words) that describes the *desired* characteristics of the organization. They may be as many or as few as needed (aka, brand attributes).**

  Easy. Simple. New. Empowering. Relaxed. Fun. Stress-free. Reassuring. Effective. Humble. Unpretentious. Powerful. Reliable.

- **A paragraph that simply and clearly describes the organizations desired brand position (who should they be seen as, what should they project?). (aka, brand mission statement.)**

  Cow wants to be seen as an ally to your personal finances. A service that makes financial tools easily accessible to all. It hopes to be seen as an alternative way to manage money for a new generation. A brand that doesn't take itself too seriously but is still viewed as an honest and responsible organization that users are comfortable placing their trust (and money) in.

- A list of between 8 and 12 items that are key to the organization's visual identity. Their most visible, prolific material/items that they should use to identify themselves and project their brand.

  - the "cash cow"
  - bright colors, green most prominently
  - doodles
  - "Moo"
  - clean/uncluttered designs
  - simple interfaces
  - humor
  - animations
  - "handcrafted" vibe