



# ***Design Brief Outline for Graphic Designers***

## **Example of Expert Visibility's Creative Brief**

### **General Concept**

Expert Visibility is a 3-day live seminar that teaches experts, authors, and speakers how to build and improve their image, brand, and platform to gain more media coverage, more access to big brand partnerships, and ultimately more money and success. They will learn from Lorie Marrero and her personal team who has helped her become a national spokesperson for many major companies and get featured in over 100 major publications and other media outlets. We'll be teaching them about getting press coverage, publishing and creating products, managing social media, image consulting, being consistent with your brand and positioning, being congruent with the message you are sending, and getting and maintaining partnerships with large corporations.

### **Short-Term Plans**

This event will be held as a pilot event and potentially duplicated twice a year afterward.

### **Long-Term Plans**

The event will be recorded and may be made into a DVD product or other products that will also be for sale in the future. So we don't want the logo to refer directly to the seminar, just "Expert Visibility" and that can be extended to other things.

### **Target Market**

Experts, authors, speakers and entrepreneurs who seek a large national audience for their message. They are service-oriented people who genuinely want to help others with their message and teachings and also are business owners who want and need to make money. They are internet marketers, consultants, professional keynote speakers and trainers, and both successful and unsuccessful authors. They are probably not famous and may not want to be, and that is a selling point and differentiator of Lorie's as she has accomplished all of these partnerships without being famous/having her own TV show, etc. They want a spotlight on their messages and their businesses probably more than on themselves personally. They are motivated to attend because they feel frustrated at their lack of knowledge and progress in the area of visibility and are overwhelmed thinking about what they need to do on a daily basis with social media, videos now expected of them on You Tube, etc. They don't know where to start.

### **Forms of External Communication**

The seminar will be sold on the internet and via social media and email primarily. No other major media will be involved and there is no outdoor or print advertising, etc. Everything must be very web-friendly.

### **What We Are**

We're about empowering our audience to leave with an organized plan for improving their personal image, growing and strengthening their personal and company brands, and building a larger "platform" (their own dedicated, combined audience online and offline). We care deeply about providing extremely practical value to our audience and helping them feel less overwhelmed about getting these things accomplished.



We want the audience to trust us and to feel smart for attending and want to tell their friends. Our mission is to inspire our audience and make them feel that they can accomplish their goals with the methods and strategies we teach them.

### Keywords associated with the Expert Visibility brand:

- Approachably elegant
- Relatable
- Results-and value-oriented
- Organized
- Practical
- Savvy
- Resourceful
- Productive
- Transforming
- Visionary
- Inspiring
- Branding
- Marketing
- Image
- Media

### What We Are Not

We are fun but not “cartoony” or corny. We are accessible but not cheap. We are sophisticated but not stuffy.

We are not about convincing people they will be big stars, celebrities, millionaires, or overnight sensations. We are teaching a realistic approach for realistic goals. There is no “get rich quick” scheme, only a steady and growing leadership over time. No money or dollar sign motifs, shooting stars, etc.

### Positioning Themes

**Visibility**—your personal way of showing up in a room and getting noticed / your brand’s way of differentiating itself / your collateral and web presence all showing that you are thinking big and are for real / your audience being large enough to attract corporate partners / media paying attention to what you’re doing / being an authority in your industry

**Service**—getting your message out there, getting your message heard / your message helping people / your company growing large enough to give back / our seminar and products giving you what you really need to help you solve your problems

**Leadership**—your company being a leader in your industry / you being a leader among your peers / the media seeing you as a leader and a go-to expert / corporate brands seeing you as a leader to partner with

**Standing Out and Attracting**—being noticed / getting attention / being different / thinking big / looking big / building a better mousetrap / luring and attracting media and partners to you

### Creative Comparisons

**If the brand were...**

**A famous person, whom would it be, and why?**

Meryl Streep. She is famous but low-key and focused on quality and not ego. Accomplished achiever but not bragging about it.

**A Vehicle?**

A Jaguar. Elegant but not flashy. Definitely gets noticed but without being trendy.

## A Sport?

Pro tennis. Players are best in their field, think big, but they are not showy and are very professional and disciplined. Individual players are like our individual experts, authors, and speakers.

## An Artist?

Modern art in general, Mondrian, Matisse, Steiglitz.

A beautiful shawl or wrap. Provides a bit of drama and elegance but is not flashy, is functional by keeping someone warm, and is somewhat sophisticated "packaging."

[Other comparisons can be a restaurant, a season, a drink, a TV channel, a color]

## Quotes That Match The Company's Philosophy

"People will not believe the message if they do not believe the messenger." - Brendon Burchard

"People buy personality and ideas long before they buy products and services." - Napoleon Hill

## Graphic Design Examples to Explore

Thinking of visual metaphors that suggest getting a message out or being noticed. Here are some mock-ups:



Expert Visibility

EXPERT VISIBILITY

**Expert Visibility**

Expert Visibility favorites

EXPERT VISIBILITY

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EXPERT VISIBILITY

## Fonts We Like

**NOTE:** Play with and purchase fonts at MyFonts.com. Use SnagIt software to grab examples to paste into your design brief.

Use Google Images, iStockphoto, Depositphotos, and Shutterstock.com for ideas and inspiration. Use SnagIt software editor to play with your designs as shown above with the newspaper and airplane mock-ups.

## Graphic Style Thoughts

In general, the look & feel needs to be high quality—excellent, unified illustrations, not “clip art” or cartoony looking, photography crisp and light. Will have it on a white background most often.

Colors can ideally work from this palette (from one of my other brands I would like to keep some unity with for the color scheme):

Color	R	G	B	Hex
	247	148	29	F7941D
	138	211	244	8AD3F4
	140	198	62	8CC63E
	255	194	15	FFC20F
	0	84	165	0054A5
	155	27	78	9B1B4E

Brainstorming on other images—not married to any of these:

### Things that get attention

- Megaphone
- Airplane with banner
- Road signs
- Billboards
- Blimps
- Big newspaper headlines
- Post it notes

### Things with messages

- fortune cookies
- megaphones
- shouting from rooftops
- messages in bottles at sea
- text messages
- Post it notes

### Things that bring focus

- Magnifying glass
- telescope
- spotlight
- highlight