

Waypoint Collective Logo Creative Brief

DRAFT: v2a

DATE: 22 June 2019

APPROVED: Yes or **No** SIGNATURE:

WHO IS THE CLIENT

(Client name, current website link, brief description of who they are and what they do)

Waypoint Collective

Website: waypointcollective.com (Purchased but not currently active)

WHO WE WANT TO REACH

(important details about our target audience including any unique characteristics or quirks)

Purpose-driven businesses and organizations looking for an agency that can strategically guide the development of their brand and/or communications materials from strategy through execution.

WHAT WE WANT THEM TO KNOW

(should be boiled down to a single thought or sentence)

We are top smart, strategic thinkers and great at creatively executing on that thinking.

SOME CLIENT BACKGROUND

While each of the people involved are well established and senior in their fields, as Waypoint Collective, we are an unknown entity.

We need to define the Waypoint Collective brand in a way that establishes our expertise and puts us on par with the top agencies.

We want to create a brand for ourselves that is indicative of the work we do for our clients.

Thoughts on Waypoint:

A waypoint can represent different things in different contexts, but the overall answer is that a waypoint is any single specific location. We see a waypoint as a marker along a path, a route or a journey. The type of marker a waypoint represents is defined by those taking the journey.

Waypoints can be a sort of mile marker, tracking the distance you've already traveled and how far you still have to go.

Waypoints can also mark milestones in your journey from one place to another. They can serve as resting points in a larger undertaking, points of interest along the way or be predetermined checkpoints for assessing you're on the right path. They can even be individual achievements to be celebrated along the way.

Waypoints can also serve as guides to set the course you need to follow to reach your final goal.

Here at Waypoint Collective, our process is a journey that we take alongside every client. One that starts with figuring out where the client currently is. Deciding where they ultimately want to be. Then determining the best strategic route for getting them there and what the journey will look like along the way.

THOUGHTS AND IDEAS TO CONSIDER

We want the logo to be smart, unexpected and thoughtful. Feel free to explore both logo marks as well as type only treatments. Just make sure it's something that stands out and represents who we are. We want something we can own.

How the client sees the brand:

Waypoint Collective Brand Personality Spectrum

Please place a mark where you would like to see the Waypoint brand sit on the following spectrum of personality traits:

