

Assignment 7: LOGO DESIGN BRIEF WORKSHEET /brand analysis

Complete your brief before your scheduled Designer Brief Workshop w. Gerardo Blumen.

1 What does your company do? (This is your *Value Proposition*)

We create a counterfeit drug detection device for use in low and middle income countries. We hope this will lead to increased transparency in the pharmaceutical industry, as well as increased trust between pharmacy and patient.

2 What BHAG (*Big Hairy Audacious Goal*) is your startup seeking to achieve?

We want to eliminate counterfeit drugs from the global market. We want every medication that people take to be of the highest quality.

3 Whom are you catering to? (Think of the REAL audience. You might, i.e., be selling a service for kids, but the real decision makers would be mom and dad).

We plan to target pharmacists and pharmaceutical distributors in low and middle income countries. Particularly we want to target pharmacies in neighborhoods with more disposable income than is average for these nations, because we have found that those who are most marginalized can't afford to care about this issue. However, pharmacists will not buy this product unless the patients who are buying drugs from the pharmacies want them to.

4 What are you giving them (those you're catering to) that they will definitely benefit from?

We give pharmacists and pharmaceutical distributors a means to improve their **credibility** among patients. We give patients a means to **verify** whether they are making a **smart** choice by buying and taking a particular drug. We give both patients and pharmacists a **credible** source of vital **information**.

We provide **transparency** and **empowerment** for the patient. We provide **reassurance**.

We want everyone to **rest assured**. We want to convey **trust**

5 If your startup were a person, who would it be? A serious scientist? Gandhi? Lady Gaga? Han Solo? James Bond? Ren? Conjure up the most representative character and write it down. Then define her/his **tone of voice** (i.e., formal, casual but respectful, youthful, classic, bold, funny yet compassionate) and indicate it, too.

Dr. Paul Farmer. Dr. Paul Farmer is a real doctor working with patients in low to poverty stricken areas of the world, primarily in Haiti. His work has been recorded by author Tracy Kidder, in the book "Mountains Beyond Mountains",

Paul is a **smart** man, as he is an academically-awarded well-renowned doctor. He is a **trustworthy** man

Our startup is the same. We employ **smart** technology to detect counterfeit drugs. We build **trust** between people at different parts of the pharmaceutical chain. The net results are safer drugs, healthier people, and **global impact**.

We feel that the tone of voice is **compassionate**, but **powerful**

Compassion that is actionable. Compassion that leads us to make impact.

6 In one sentence, what do you want your clients to think about you? (don't make it sound like marketing talk; say it like you'd tell it to a friend, "you gotta check out this stuff because...").

You gotta check out VeriPAD, you'll never doubt the quality of your medications again.

LOGO DESIGN BRIEF WORKSHEET / executional considerations

A Pick three existing logos that you love (from any type of company) that evoke the same vibe and share the same look and feel you envision for your startup's visual identity. In one sentence, please describe why you love them.



These logos look professional and simple in design - inspires confidence, credibility, and endurance. We like how there is both a visual element as well as the company name in the logo

B Pick three existing logos (from any type of company) that have nothing to do with how you envision your startup's visual identity. In one sentence, please describe why they wouldn't work for you.



The HTC logo is just type, without any visual design, while the snapchat logo is just a design without words. We want both. The yellow star of Walmart conveys joviality, while we hope to convey a more serious tone.

C Pick three existing logos from competitive companies that do what you do (competitors), to make sure you don't look just like them. If, however, there's an aspect of those logos you'd like to emulate, clearly state so.



Our product is fundamentally different from these organizations so we want something unique to us. The sproxil logo uses a color scheme we do not like and does not make use of shapes enough for us. The FDA logo is visually appealing but we want to stay clear of using repeating lines like the FDA. We do not want to be associated visually with either organization.

(OPTIONAL) Are there any mandatory elements that you absolutely need, or that you do not want as part of your logo? Is this non-negotiable?

Colors: Blue and Green

Shapes: Circles, triangle (Edges)

Font: Bold, Big, Powerful

