

Creative Brief

Prepared for Nicole Harrison, Social Nicole, LLC.
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Project Description

This identity will capture the mission/vision behind Nicole Harrison and her new business, Social Nicole. It will visually build the connection between her business name (that has been “out there” for awhile) with that of “the go-to-professional” who can guide, connect and strategize for non-profits and small business using digital communications and social media to their benefit, thus helping them grow, achieve their own business goals and help solve their own unique set of problems.

Identity will visually convey:

Communicator — It's more than talk, it's listening to your clients and what their needs are. You also know how to make meaningful connections that help build useful, sustainable communities, online and off. You communicate information/know-how through social media, through your blog and website, through face-to-face meetings and eventually public speaking.

Creative Expert — Your background in non-profit management and fundraising combined with your working knowledge on how to utilize digital communications and social media make you uniquely qualified to assist non-profits and small businesses strategically leverage this daunting new method of marketing.

High Energy — Because non-profits and small businesses are under-staffed and overworked, having a high-energy ally will bring a breath of fresh air, bring solutions to best use the resources they have, gain a better understanding on how to use social media/digital communications to their benefit — in short, gain momentum.

Partner — You understand non-profits and small business and know what they are up against and what they need to do to be successful. As an outside member of their team, you can keep an eye on the big picture without getting sucked into the day-to-day politics organizations tend to create for themselves.

Engaging and Fun — This is a huge component to social media. It can be overwhelming at first, but with your expertise, you can show your clients that it can be engaging and spirited. Sharing knowledge, empowering others, building communities, allowing others to be part of something bigger than themselves — and meeting goals along the way, how fun is that?

Audience

- Organization to individual — non-profits and small business
- Core Target: Non-profits and small business who have limited resources and who want to understand how best to use social media marketing and digital communications as part of their strategy for growth and sustainability.
- Secondary Target: Foundations and Trusts
- Tertiary Target: Private and business sectors as potential donors for your non-profit clients

Goals / Project Objectives

- Position as a premium value-add professional service to non-profits and small businesses operating in the world of social media marketing and digital communications.
- Gain recognition as expert — build brand recognition for your business in the Twin Cities area and beyond.
- Attract interest and respect. As Jen Kane would say “time to be a grown-up!”
- Build confidence in your business — project experience, established. An affordable solution.

Messages

- Smart, savvy creative problem solver
- Confident, trusted guidance, credibility, professionalism
- Cutting-edge — one who stays on top of the latest news, trends
- A touch of feminine to go with your name, but not too “girly”
- Inviting, approachable
- High energy, can think on her feet
- You are a serious, viable business, not someone just dabbling in social media marketing.

Approaches

- Do not use LCC as part of the identity (that can be saved for legal documents and stated else where)
- Use name as one word: SocialNicole (try it and see if it will be readable, understandable)
- Clean and simple — easy to recognize, not look like anyone else. Reproduces well in print and looks great on the Web.
- Logo and name design to be versatile so it can be used vertically and horizontally (as in online/web applications)
- Typographical solution with the integration of symbol/mark. Typographical solutions strong enough so it could stand alone, if needed.
- Bright, high energy colors, but not to look like a circus
- Working in how a tagline will stand with the identity
- Must be able to be used in color and b/w