**Branding Brief**

**About Our Company…**

**Our Company Vision Is (in 20 words or less)… (Step 1 of the 7 Step Kickstarter - VISION)**

World leading provider of online IT Course training for professionals and beginners, for those wishing to upgrade their skill-set and build upon their career, to those that want to train to pass certifications, as well as those that are looking for a career change into IT.

**Our Company Mission Is (in 30 words or less)… (Step 6 of the 7 Step Kickstarter - MISSION)**

On-line learning platform which members will have access to, providing tons of video training content and access to the community of IT students and instructors.

**Our Core Three Company Values Are… (Step 2 of the 7 Step Kickstarter - VALUES)**

1. Learning/Educating

2. Content

3. Passion

**Our Ideal Customers Are…**

*Ideal Customer Profile 1:*[IT Professional]

* A seasoned IT professional with 5+ years’ experience looking to expand his/her skillset, build their career and increase their income
* They will typically be men, however women are entering the IT jobs market today in greater numbers than before.
* The IT Professional could be looking to complete a certification which the IT course would greatly help with.
* The IT professional could be working on a project which the IT courses covers and provides great content in

*Ideal Customer Profile 2:* [Someone New to IT wanting to enter the profession]

* This could be a University graduate, college student, or just someone with no academic background just wanting to break into the IT industry. ……………………………………………………..………………………………………………………………………………………
* The profile here would typically be someone with limited work experience and income and unable to spend on expensive instructor led training courses. Hence online IT courses would be the best, cheaper alternative.

*Ideal Customer Profile 3:* [People currently in employment but looking for a career change]

* Someone looking to change their career with a move into IT would typically be the profile as well ie someone with some degree of previous work experience, and seeking a career change because IT provides better opportunities and interesting work. .……………………………………………………..………………………………………………………………………………………
* On the subject of interest, it could just be people interested in IT wanting to further their knowledge of a particular discipline too eg excel, graphic design, SEO, Cloud, Linux etc ……………………………………………………..………………………………………………………………………………………

**The Top Three Companies We Respect Most & Want To Model The Success Off Are:**

**[Type The Company Name Here That You Want To Model]**

1. [**www.simplilearn.com/**](http://www.simplilearn.com/)

[**www.skillsoft.com/**](http://www.skillsoft.com/)

itpro.tv, pluralsight.com

Coursera.org

[www.codecademy.com/](http://www.codecademy.com/)

[www.udacity.com/](http://www.udacity.com/)

[www.udemy.com/](http://www.udemy.com/)

[**www.simplilearn.com/**](http://www.simplilearn.com/)

[**www.skillsoft.com/**](http://www.skillsoft.com/)

[www.infosecinstitute.com/](http://www.infosecinstitute.com/)

[www.oreilly.com/online-learning/](http://www.oreilly.com/online-learning/)

pluralsight.com

linuxacademy.com

itpro.tv

**Who Are Our Top Three Competitors?**

1. **[Type The Competitor Name Here Who You Intend To Compete With In 5 Years]**  
   [This can also be companies who have a certain aspect that competes with you]

[**www.simplilearn.com/**](http://www.simplilearn.com/)

1. **[Type The Company Name Here Who You Intend To Compete With In 5 Years]**

[**www.skillsoft.com/**](http://www.skillsoft.com/)

**[Type The Company Name Here Who You Intend To Compete With In 5 Years]**

1. itpro.tv

**Why Is [Your Company Name Here] So Different To Our Competitors? (Be creative!)**

* I have the premium domain name for IT courses ie www.itcourses.com, so I have a relevant domain name match that will bring me up in the first page of google. I use to be on the 1st page of google.
* itcourses.com will offer easy to watch and learn on demand videos offering the latest in technology update.
* itcourses.com will use an easy to navigate online platform
* itcourses.com will provide access to support, IT instructors and other fellow students for members
* itcourses.com will also eventually offer instructor led training as well, both remotely and virtually……………………………………………………..………………………………………………………………………………………
* itcourses.com will also offer consultancies, and recruitment eventually……………………………………………………..………………………………………………………………………………………
* ……………………………………………………..………………………………………………………………………………………

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**The Best Benefits Of Using Our Products/Services Are…**

* Learns great content on itcourses.com to pass exams at a fraction of the normal time and cost. This will facilitate career progression and greater financial remuneration
* itcourses.com will allow you to learn on demand as you like as well as offering bespoke training packages for selective client which will be instructor led. .……………………………………………………..………………………………………………………………………………………
* Regular home-work and assignments to monitor growth
* Awarded certifications which have industry backing for completing some of our courses……………………………………………………..………………………………………………………………………………………
* We also provide consultancy as we have a team of top professionals that can go in and help design any IT environment.
* ……………………………………………………..………………………………………………………………………………………

**The Core Areas Of Our Business Are …**

**1. [On-line IT Training]:**

* This is our bread and butter core business ie online on demand IT training, which the member can watch anywhere and at any time.
* But also we provide custom class room training as well, both in real time both physically in the class room and also virtually online. ……………………………………………………..………………………………………………………………………………………
* Our platform at itcourses.com offers hundreds of courses with thousands of hours of recording ……………………………………………………..………………………………………………………………………………………

**2. [Recruitment]:**

* We also provide recruitment, from our pool of students that have completed our courses, training and passed our exams, we both assist them to find the best companies, and also we charge companies and help them recruit top candidates. ……………………………………………………..………………………………………………………………………………………

**3. [Consultancy]:**

* Our team consists of many instructors and consultants, we offer their services for consultancy purposes to help clients with their IT infrastructure on a variety of projects. ……………………………………………………..………………………………………………………………………………………
* ……………………………………………………..………………………………………………………………………………………
* 4. We are also a community of IT professionals and students. ……………………………………………………..………………………………………………………………………………………
* ……………………………………………………..………………………………………………………………………………………

**Words That Describe Us As A Company Are…**

* Honesty……………………………………………………..………………………………………………………………………………………
* Passion……………………………………………………..………………………………………………………………………………………
* CuttingEdge……………………………………………………..…………………………………………………………………………………
* Professional
* Learning and educating
* Growth……………………………………………………..………………………………………………………………………………………
* Creativity……………………………………………………..………………………………………………………………………………………
* ……………………………………………………..………………………………………………………………………………………

**The Marketing Materials This Brand Identity Will Be Applied To Are…**

* Logo submitted must be in jpeg, png, pdf, and original vector file. ……………………………………………………..………………………………………………………………………………………

**The Fundamental Design Elements That Must Be Included As Part Of This Project Are:**

[Delete the ones that you don’t want to be included]

* The Logo Design (I expect to see 3 design concepts to choose from)

**About The Brand Design…**

**Suggested Typefaces:**

[Delete the least appropriate line out of the following two statements below and then tweak it to make it totally relevant to your ideal customer]

* This brand is going to be aimed at a male target audience or is representing LEADERSHIP & AUTHORITY; therefore, the typeface should be CAPITAL LETTERS.
* However as more women today than ever are working in IT, the typeface should cater for both genders and not be solely capital letters. I would suggest the IT part of IT Courses should be in uppercase, and maybe even the Character C too and the rest in lowercase ie like the following “IT Courses”, this way it appeals to both genders.

**Brand Design Colours:**

Based on the three colours you have been given by Sammy as part of the Brand Kickstarter process, please list them here for your designer to stick to:

*Dominant Colour*: [Pantone reference) …7649c…………………………………………………………………………………….

*Secondary Colour*: [Pantone reference) …144c and 3262c…………………………………………………………………………………….

with your creativity colour - the plum colour 7649, followed by growth 3262c and then knowledge 7649c

**Sub Brands To Be Designed As Part Of The Whole Brand:**

The main parent brand name is: IT Courses – online training/courses

This brand must be designed with [How Many? Up to three are usually included within a branding package]

sub-brands (different aspects of your business), which are as follows:

1. Consultancy

2. Recruitment

3. Custom Training

**Any Further Notes:**

We’ll also need the logo in high-res, png with a transparent background. Have a look at the dimensions of the logo on [www.icollege.co](http://www.icollege.co)

Also a favicon.