



URBAN REFLECTION BRAND IDENTITY DEVELOPMENT

Creative Brief

Date: 26 September 2013

Background

Urban Reflection is a brand I created to trade under as a sole proprietor. I provide specialist support to public and private sector clients on: urban management systems strategy and implementation, effective resource management, property development, and technical project management. Working in 'greenfield' development projects and areas that require urban regeneration. Experience in carbon profiling to assist a development in identifying strategies to pursue carbon negative status.

Objective

Using my existing logo as a starting point, I want to create a unique brand identity that can inform the development of my 'corporate stationary' and my website to create/expand a presence in the market.

Target Audience

Property developers that understand the importance of ensuring sustainability of a development once construction is completed, either through setting up effective management systems or investing in effective resource management.

Message

Assisting property developments to protect their original development vision, sustaining high quality urban environments in an environmentally responsible manner.

Competition

- Urban Genesis
- Leila McKenna

Distinguishing Characteristics

- Sole proprietor
- Only South African based consultant to have participated in the Climate Positive Development Programme run by C40 and CCI in Stockholm, Sweden
- Currently working on my Masters in Architecture through research focussed on climate change adaptation and the role of water demand management in the built environment

Creative Considerations

- Need to use existing logo
- Use greens, greys, white and black as a basis
- Use of GBCSA member organisation logo on certain platforms (i.e. website, business card and marketing materials)
- Ensure that a balanced colour palette is developed to not create the impression of just being a 'greeny'

Tone

- Knowledgeable
- Approachable
- Creative
- Dynamic
- Committed