# ITP Consortium for India – Marketing Brief for Brand Materials.

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Key Contacts:

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1. PURPOSE

This document outlines the key requirements for the creation of a brand identity for the ITP Consortium. This should include the name, logo and business card design as well as a colour palette. This work will form the basis for the later development of our website and our marketing brochures.

1. BACKGROUND

The ITP Consortium is a group of 15 NZ Polytechnics (ITP) and Education NZ. This Consortium has been formed with the goal of collaborating to both uncover and realise export education revenue opportunities from India. The Group is run by a steering group of 5 of the ITPs and has a Business Development Manager (Tim Rees). It is currently recruiting a part-time project manager to help land opportunities that have been identified.

3. OBJECTIVE

* Create a Name and tagline that is more exciting than “ITP Consortium for India”
* Create a visual identity that can be used on business cards and in marketing collateral (including website)**.**
* **Develop business card design**

4. HOW WE WANT TO BE PERCEIVED

Unique and modern.

Global, thought leaders, subject matter experts. Citizens of the world not New Zealand.

Confident and assertive that our education systems are world leading in vocational training

Reputable – we are endorsed by the NZ government education agency.

Comprehensive – we have a wide range of educational products that will meet the vast majority of India’s needs.

We want to have relevance to Indian Business and Education provider owners – we want to ensure that we have cut-through in the Indian market.

5. VALUE PROPOSITION

The consortium approach ensures that there is scale, breadth of products and quality. Education NZ is a partner who helps ensure that all programmes have the highest quality assurance. We also have experience working in the Indian market with a track record of success as illustrated through the CMC engagement model that one of the consortium partners has been responsible for delivering.

This combination creates a unique product to the Indian market.

6. TARGET AUDIENCE

Indian Business as well as existing education providers who are looking at international countries for provision of educational services.

7. BUDGET

$1,500.00

9. DELIVERABLES

Colour Palette

Brand Name and Tagline.

Brand Logo

Business Card Design

9. CONSIDERATIONS

Material should reflect the fact that this is a consortium of partners. It should reflect New Zealand explicitly.

10. ADDITIONAL CONSIDERATIONS

Must be designed with Adobe products in particular InDesign and Illustrator. Logo and tagline to also be available as EPS.