

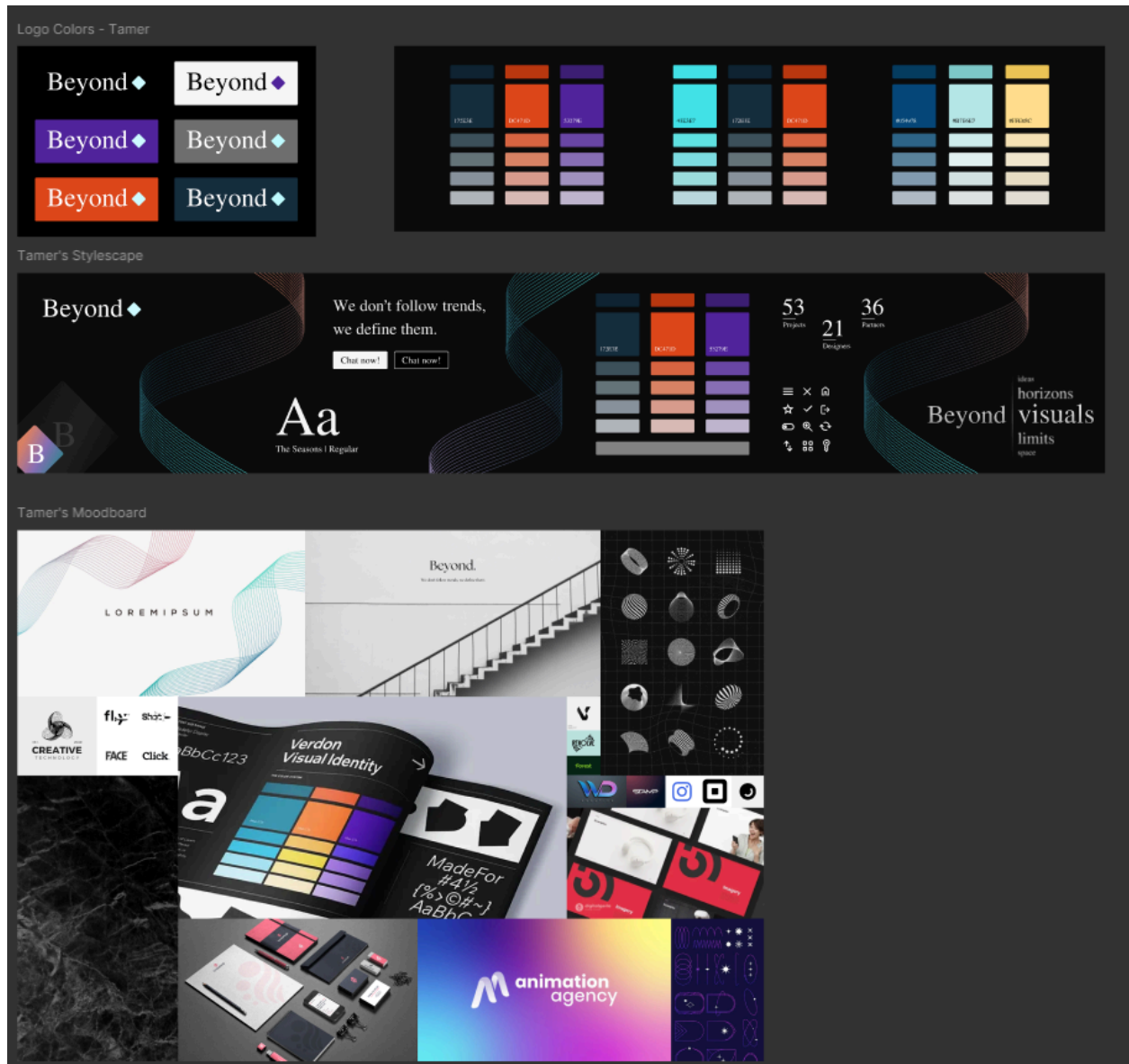
Identity Iterations

Iteration 1:

Name: Beyond

Mission: Creating products that are deeper than just visuals. To go beyond brand aesthetics and build real, meaningful connections between a brand and the people.

Brand's Style: Minimalist, professional, and reliable.



Feedback:

We had a brand that met the requirements of a branding project. However, our mission was too general. Many teachers noted this fact by mentioning the lack of a specific target audience and our mission not being clear. They suggested taking a step back to revise our core values and mission.

Checkpoint 3 Feedback from Berry and Frank 17-02-2025



Barrios Peña, Fabiana F. 4 days ago

We showed Berry and Frank our current state in the project, mind-mapping and brainstorming steps, team charter, moodboards, stylescapes, and overall brand identity. They suggested to look at other design studios, like Pentagram, HyperCulture, Dumbbar, Stuurmen, to help us condense our brand's mission and how we plan to achieve that. Also, we were planning to wait until next week's client presentations to discuss how to proceed and the teachers recommended to chat a bit about it now just to see where each group member stands right now and what we are leaning more towards.

Present: Tamer, Kourosh, and Fabiana.

Absent: Sumana and Margarita

Checkpoint 5 Talk with Dirk and Amer 19-02-2025



Candemir, Tamer T.T. 2 days ago

Today, we showed Dirk and Amer our work. They said the requirements for a branding project were met but we were lacking some brand identity. Our mission was not clear and to the point enough, it was too broad. That is why our logo was very simple and did not speak to the target audience. They suggested taking a step back and define our core values and mission well before proceeding. We are planning to consider a rebranding with a valid mission that suits our core values. We will design new mood boards and combine them into one to make sure everyone is on the same page. And possibly think of a new name that goes well with the identity.



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to achieve the learning outcomes...

Post feedback

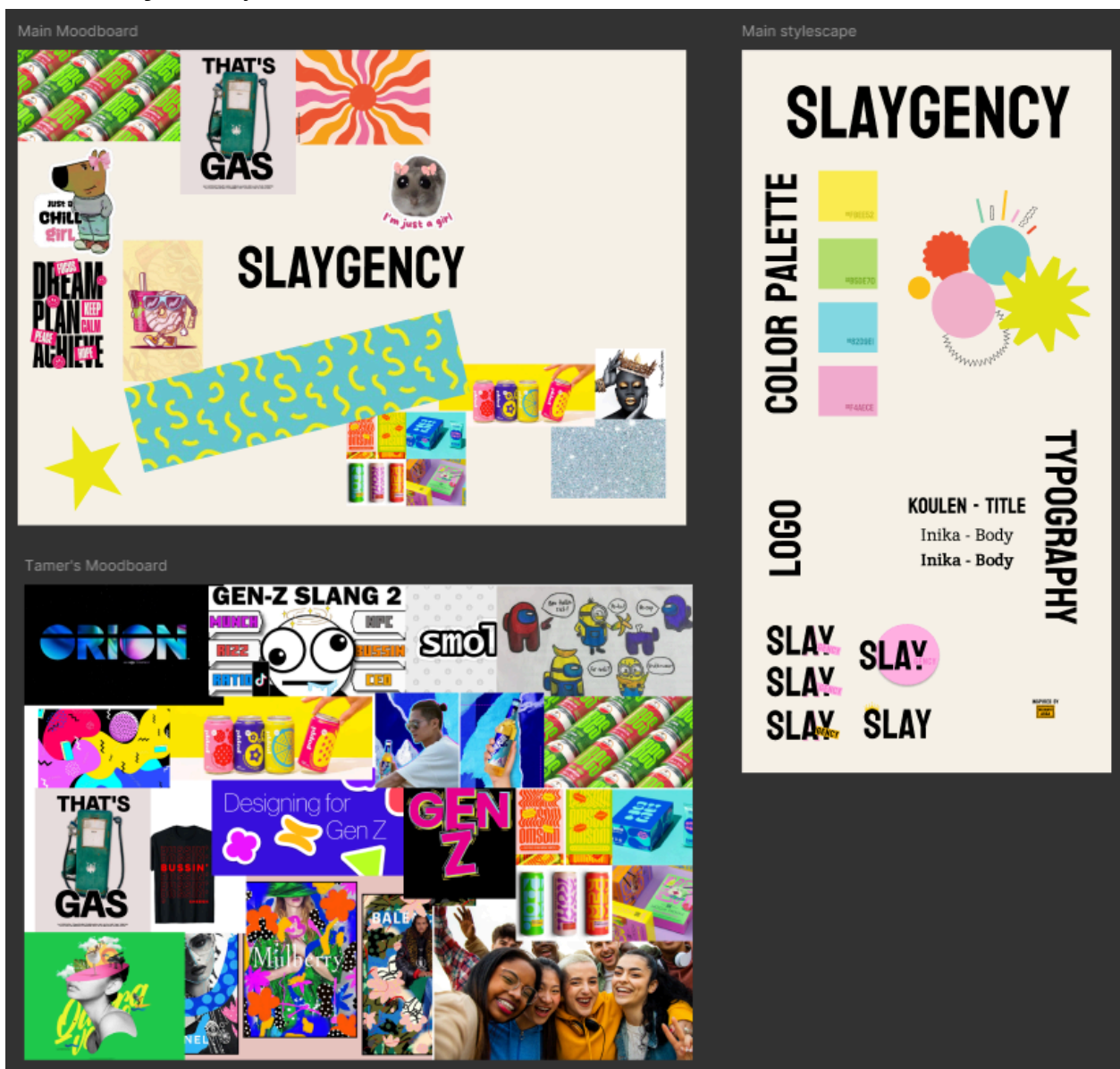
Iteration 2:

I managed to convince my team to go for rebranding by explaining the situation, using a method by a TEDx speaker (see LO4 - Communication Method TIP). This time we wanted to learn and have fun at the same time, so we went for a less serious vibe. We made sure to keep the targeted audience narrow.


Name: Slaygency


Mission: Crafting experiences that make people laugh, connect, and remember. We want to put a smile on people's faces, by using GenZ design trends and humour.

Brand's Style: Playful, unserious



Feedback:


Checkpoint 6 Feedback with Chris, Medhat, Petra 20-02-2025 

**Esmail Tajer, Kourosh K.** a month ago

Today, we received feedback from our teachers on our re-branding, and they liked the design, mood boards, and stylescapes our group created. They mentioned that this branding is a significant improvement compared to our previous presentation. Petra gave positive feedback, saying she really liked our design and color palette.

However, they also pointed out that we have narrowed down our target audience. We agreed with this observation because, from the beginning, our goal was broad, and we gradually refined it. Chris suggested that the color palette could be improved to better match the Gen Z-focused mood board, but overall, he liked it.

Additionally, we presented our typography, which they appreciated because we aimed to make it playful. Overall, our brand is about bringing happiness and making people smile!

**Esmail Tajer, Kourosh K.** a month ago

Today Present people were: Fabiana, Tamer and Me (Kourosh).

Absent: Sumana and Margarita

Reflection:

Both iterations were fun to work with. However, I now see how easier it is to have a clear goal and a more specific target audience. Keeping the mission too broad seems like a safe approach to a project, but it also keeps the expectations high. With a more specific mission, we can deliver what we promised more efficiently.