

DESIGN BRIEF

29-AUG-2018



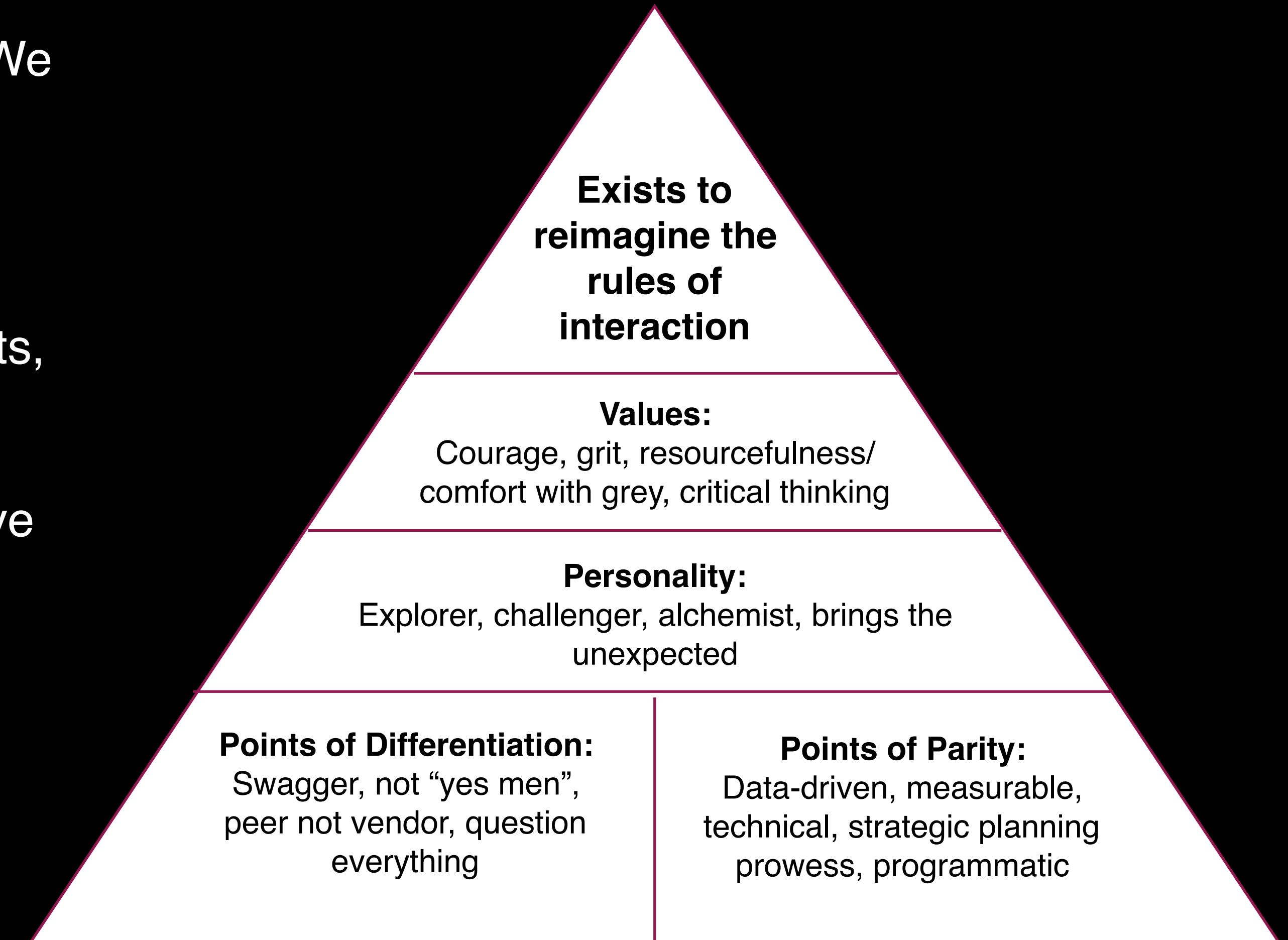
SUPPLY

SITUATION

Supply is a media agency based in Boulder, CO. We plan and buy ad placements, from TV through to paid search, Instagram, online video, etc...

We've recently expanded our brand foundational work to aid in business decisions for existing clients, win new clients, and retain and recruit employees.

Our new brand pyramid is shown to the right to give you an idea of what we're about.



WHO WE ARE

Supply is a media planning and buying agency at its core.

And, it's so much more than that.

We're great at media and driving results. So are lots of other agencies.

What sets Supply apart is that we think about every facet of your business and bring you impactful solutions you will be proud of.

We believe media is more than a billboard or a banner ad - it can be any connection between a person and a brand.

And we never stop reimagining the rules of interaction.

Supply - Find your Pride

THE ASK

Develop 5-8 design assets that can be used to market Supply via merchandise (ex. T shirts and hats), live on our website, social channels, credentials/capabilities deck, etc.

CURRENT BRAND ASSETS

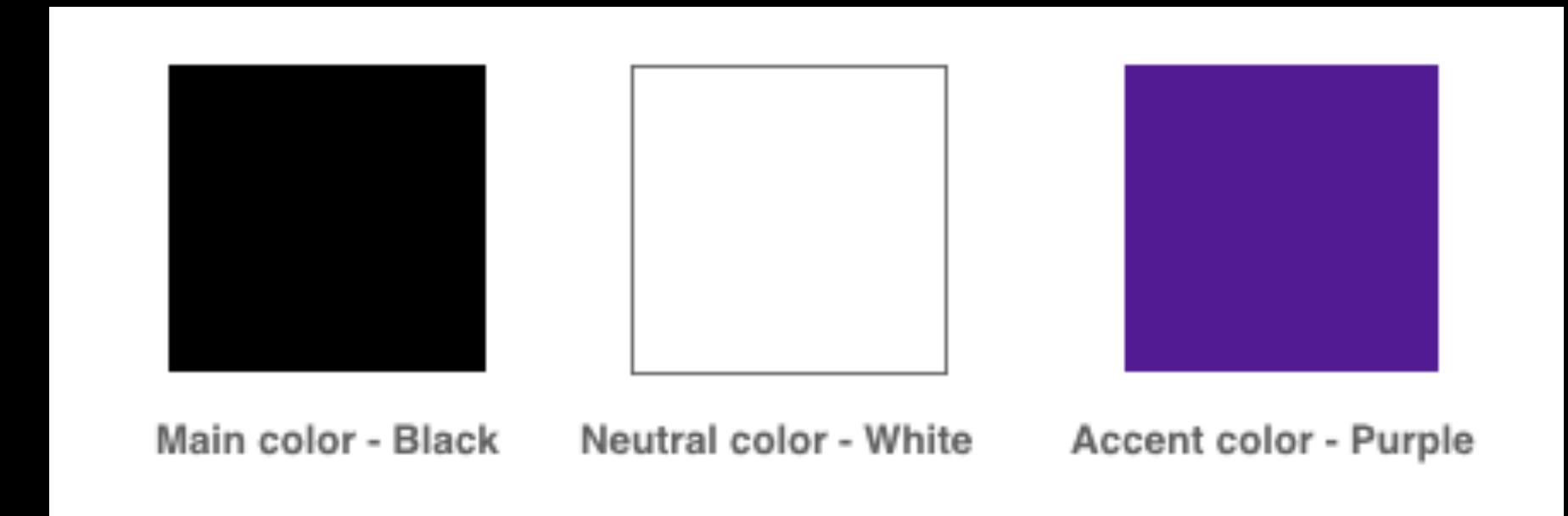


SUPPLY

Main asset - serves as
our logo

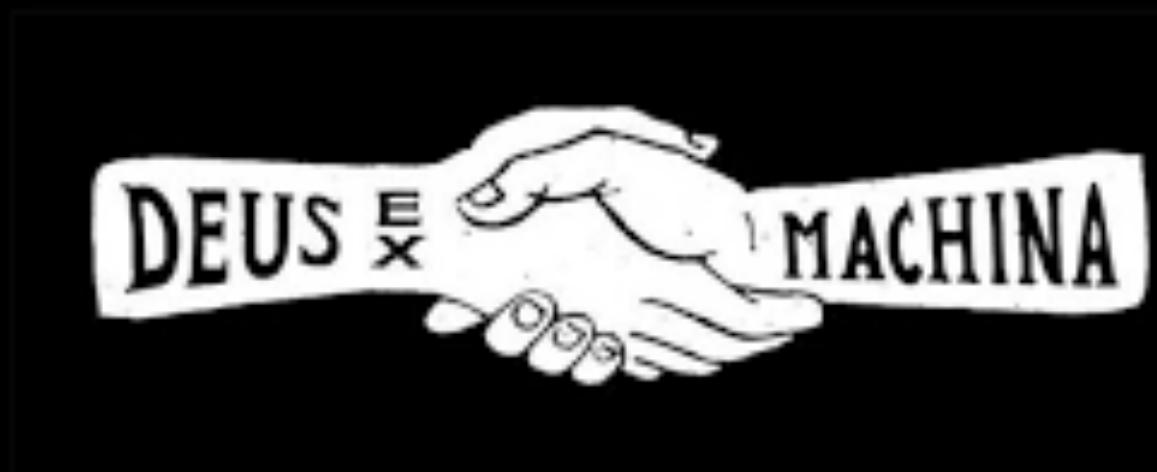
FIND YOUR
PRIDE

Tagline - it's new, so
no designed asset
exists yet



Color palette

INSPIRATION - DEUS EX MACHINA



SUPPLY DESIGN BRIEF

INSPIRATION - TEAM ROCK RACING



SUPPLY DESIGN BRIEF

INSPIRATION - JOLLY ROGER



SUPPLY DESIGN BRIEF

INSPIRATION - SPIKE TV



INSPIRATION - TOYOTA TRUCKS



SUPPLY DESIGN BRIEF

INSPIRATION - ALL BLACKS



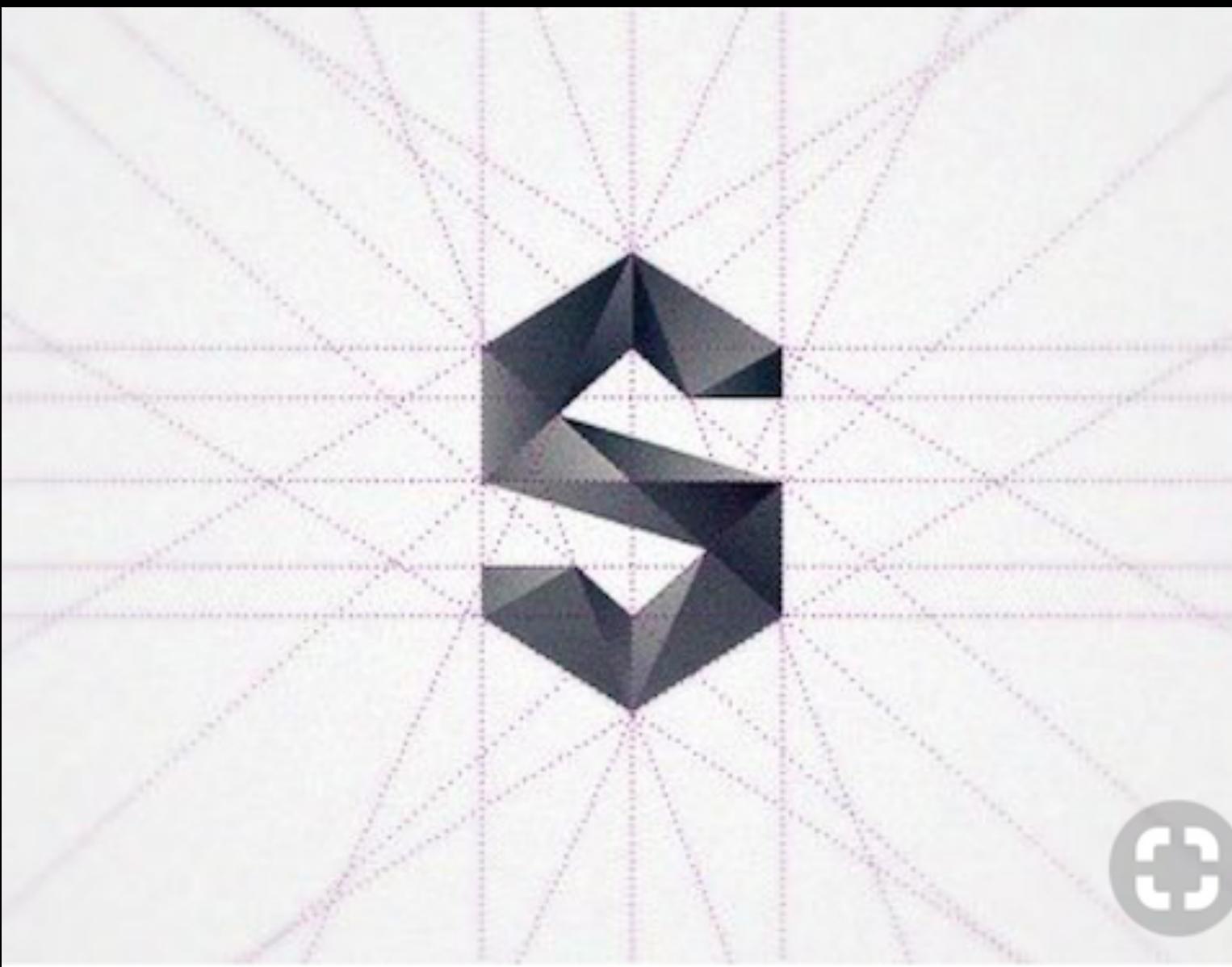
SUPPLY DESIGN BRIEF

INSPIRATION - GOLD FOIL



SUPPLY DESIGN BRIEF

INSPIRATION - FONT



MORE DETAIL

Like industrial, hard-hitting tone, but don't want to come off so aggressive or rebellious and scare away potential clients

Also want to avoid "Ed Hardy" look

Interested in incorporating "Born in Boulder" in script as a secondary message in some of the assets - not mandatory for all

"Find Your Pride" tagline open for exploration

We don't have font we all like currently, so that is also on the table for exploration

We typically use photography (Unsplash is a favorite source) and iconography as visuals