

## **Rapid Venture Partners**

### Design Brief

Seeking: Company Identity & Wordpress Design

### About the company

Rapid Venture Partners "Rapid" is a startup company.

Based in Los Angeles

Number of employees: 2

Revenue: \$0

### Products & Services

Rapid Venture Partners is an innovation and investment firm.

Rapid has two main areas of focus:

- 1) Build digital companies around innovative concepts in partnership with corporations.
- 2) Support European small and midsize companies expand into North America.

We are not a consultant or professional service provider, we want to co-own ventures with our partners.

### Company Description

Rapid is a young and dynamic digital technology and investment firm, which will be recognized by its ability to transition conservative corporations by co-creating innovative businesses.

Rapid's two founders understand the conservative corporate culture from previous executive management positions. At the same time, they have advised many successful entrepreneurs in starting their businesses.

### The Website

The URL for the website that we would like to have designed and launched:

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

We simply purchased the domain and posted a temporary free Wordpress template.

### Website Objectives

The aims of our website is to offer information about the company's services, create awareness, and generate more engagements. The website will be to serve as a rather simple company communications platform.

We are not seeking a complicated architecture or functionality.

We don't anticipate a large amount of traffic, and we have no e-commerce.

The ability to scroll through information top to bottom is important to us.

#### **Access:**

The website must be able to function across devices (desktop, tablet, phone).

The top 5 web browsers and platforms (Mac/PC/Android/iOS)

#### **Target Audience:**

We anticipate the website being mostly accessed by the US, Canada and European countries.

Our target audience includes the following:

- Corporations, companies, startups, non-profits
- Banks, venture capital, private equity, investors
- Incubators, accelerators, innovation clusters, research labs, universities
- Ad agencies, marketing agencies, digital agencies, media, press

#### **Competitors:**

The market is already saturated with innovation agencies that offer professional consulting services.

There are also many venture capital firms that offer capital funding, however, without the innovation services that we offer.

Competitors' website examples:

#### **Innovation**

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

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

<http://continuuminnovation.com>

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

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

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

<http://media-assembly.com>

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

[www.t-3.com](http://www.t-3.com)

[www.happen.com](http://www.happen.com)  
<http://kettlenyc.com>  
<http://www.kbsp.com>  
<http://smithandbeta.com>  
[www.figliuloandpartners.com](http://www.figliuloandpartners.com)  
[www.rvue.com](http://www.rvue.com)  
[www.frogdesign.com](http://www.frogdesign.com)

## Venture Capital

[www.khoslaventures.com](http://www.khoslaventures.com)  
<http://firstround.com>  
[www.kpcb.com](http://www.kpcb.com)  
[www.foundersfund.com](http://www.foundersfund.com)  
<http://dfj.com>  
[www.redpoint.com](http://www.redpoint.com)  
[www.nea.com](http://www.nea.com)  
[www.sequoiacap.com](http://www.sequoiacap.com)  
[www.greylock.com](http://www.greylock.com)  
[www.battery.com](http://www.battery.com)

## Designers Responsibility

### 1) Company Identity

The designer will create the company identity.

We are looking for a clean, simple, yet contemporary and sophisticated look.

Black and White is the theme of our company identity.

No logo required.

The Rapid Venture Partners type font will become the identity.

### 2) Wordpress Theme & Design

The designer will select a few existing Wordpress Themes to us.

We will select a Wordpress Theme, which the designer will adapt with our new company identity.

## The look and feel of the new website

The website should be: "black & white with a pop of color"

We are inspired by many iconic fashion and luxury brands' identity, including:  
Dolce & Gabbana, Chanel, Mont Blanc and many others.

Examples of websites looks that we like:

[www.visualboxsite.com/old\\_site/index.php](http://www.visualboxsite.com/old_site/index.php)

<http://www.dolcegabbana.com>

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

<http://www.montblanc.com>

<http://www.chylak.com>

<http://www.counci.com>

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

<http://dieze-sixzero.com/#main>

<http://echo-pr.co.uk>

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

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

<http://www.canvasmagazine.net>

<http://archiveandestate.net>

<http://uk.tigiprofessional.com>

<http://establishednyc.com>

Examples of web designer that we like:

<http://flavinsky.com/home>

<http://wmnvm.com/about>

<http://priscofrancesco.com>

<http://an.thony.co.uk/nsw/>

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

<http://theflowmarket.com>

<http://raphaelmalka.com/home>

<http://jontangerine.com>

<http://jhkarlson.com>

**The content of the new website**

We will be responsible for generating and providing the content.

We will provide draft company identity typology.

**Maintenance**

The ongoing maintenance of a website will be managed by us.

We will require all design files and images from the designer.

Due Date

Complete project to be delivered and completed by August 21, 2015.

