

Sample Report

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Text in black are general example of how a section is completed.

Text in red are example of a specific area. Students should consider their own choice of the business.

Text in blue are examples of references which may not be applicable to other areas of study.

1. Introduction

The success of a business relies on various factors. One of them is the brand name and its logo. Although a business has its own identity and mission, there are choices of creating a specific brand name for a specific line of products or services. This presentation and report explain the plan to design a brand name and logo for the **selling of scale models by Formula Michael Scale Models and Workshop Limited**.

2. Background

The company offers **selling of scale models as well as specialized services**. The following explains its business model and operations model. The brand objectives will be highlighted before stating the brand identity.

2.1 Business model and operations model

Formula Michael Scale Models and Workshop Limited started its business in 2002 when the seven times world driver champion of formula one racing won his fifth champion in the French Grand Prix. The success of the driver Michael Schumacher is strong evidence of determination to accomplishment. This enlightened the business owner to name the business after Michael (www.fmsmw.co.uk).

The operations model is online shop based with a workshop in a shopping mall for face-to-face customer contact. Occasionally, the business takes part in exhibitions and scale modelling events in order to create customer awareness.

2.2 Brand objectives

The objectives of the brand can be listed as below.

- 1. informs model builders to buy scale models**
- 2. encourages model builders to build their scale models and dioramas**
- 3. develops social networks for model builders to share ideas and motivate each other**
- 4. develops trade networks for re-selling and technical advices**

In detail, the objectives were set because model builders often envisage difficulties to enjoy building models. The difficulties include lacking of sources of scale models. The sources may be unknowingly rare or limited. The use of social networks is a good mean to let model builders sharing their ideas. Such ideas may also give hints to model

manufacturers to develop new products. Also, the success of a model builder in building a nice piece of work would motivate other model builders to create determination to accomplishment. In addition, a trade network may allow model builders meet together for transactions on scale models and services.

3. Brand identity

This part works out the identity of a brand. It includes brand name and logo, colour and typeface, and applications.

3.1 Brand name and logo

The brand name for selling scale models and associated services should reflect the objectives of the brand. Therefore, there are keywords in close relations to the objectives such as “formula Michael”, “struggle and relief”, “determination to accomplishment”, even “world champion”. However, some keywords may be restricted or re-directed to images built by the official sources.

Furthermore, the meaning behind the keywords may also be considered. The use of “final lap” may lead to idea that this is the last chance to win. Nevertheless, the meaning may be deviated if the audience has different interpretation to that. For instance, the final lap of a race may be very exciting or, on the contrary, a quite easy to win situation. That causes uncertainty to meaning behind the keyword. Therefore, it is important to ensure that the meaning behind the keyword should be obvious without variations.

The logo in line with the brand name has basic requirements of being easy to remember, easy to identify without confusion, bring association to brand identity. An

immediate idea of the logo can simply be keywords with a frame just like a spur of scale model parts (Figure 1). The frame has sole association to scale modelling without any possible confusion.

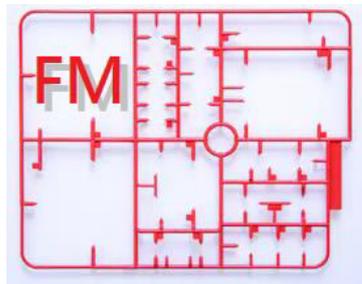


Figure 1



Figure 2

Another idea of the logo can be a 3D the audience (Figure 2).

The choices of brand names and logos will be narrowed down to three after reviewed. The presentation and report expect for a discussion and decision thereafter.

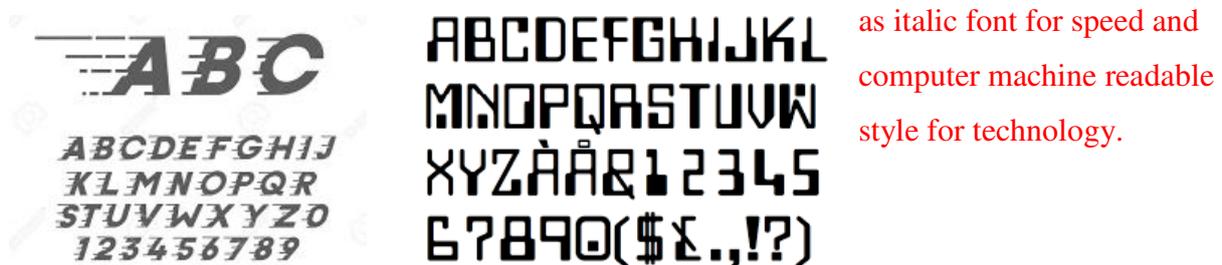
3.2 Colour and typeface

The colour of the brand name and logo should be cohesive. For selling scale models and associated services, the colour can be vivid for formula racing or can be the representative colour of a nation.



For instance, black-red-yellow represents Germany or Belgium while green-white-red represents Italy or Hungary. Therefore, it is really important to consider which country is being represented and mal-represented if not in the case.

The typeface to be used should also go in-line with the brand name. The art of scale modelling represents the reality. Therefore, it is often reflecting the prevailing domain such



3.3 Applications

The applications of the brand name and logo can be found in web site and web pages; business cards and letterhead; indoor and outdoor signage; products and packaging; and also banners in trade shows. For the selling of scale models on the Internet, the applications will be focused on electronic media. It is important to cater for electronic display in landscape form and also in portrait form. If necessary, it can develop a special design to be shown on transparent media like head-up display (HUD) or augmented reality (AR) in Figure 3.



Figure 3

4. Scope of work

Upon decision on brand name and logo, colour and typeface, and applications made, the design work to be carried are detailed below.

4.1 Storyboard and draft materials

The promotion of the newly created brand name will take place on the official web site at the first instance. **There will be a short video about making scale models in order to create the desire to build scale models. The storyboard of the video can be viewing of ...**



4.2 Samples and style guidelines

A style guide is a document showing how brand name and logo can be applied in various situations. **The brand name for selling scale models and associated services should ...**



5. Summary

After the discussion of the above, it is to decide the direction of the to-be-developed brand name and logo. After that, the colour and typeface should also be decided such that most of the applications can be implemented.

6. References