

THE REAL SHOW 2012

CREATIVE BRIEF



Deliverable/s:

Corporate Identity: Logo, Stationery, and Pocket Folder

"Real" Client:

The Corcoran Group

About the Project:

The Corcoran Group is an independent financial planning and wealth management firm. Committed to cultivating one-on-one client relationships that endure for generations, the firm has grown carefully and organically since its 1989 founding.

Project Objectives:

Design a logo and stationery system (letterhead, envelope, business card) plus pocket folder for The Corcoran Group. The logo must work in both print and online and in a variety of sizes and colors, one-color two-color, CMYK, and RGB.

Target Audience:

Clients are high-net-worth executives across the United States, whether actively employed, in transition or successfully retired.

Key Messages:

Primary Message — The Corcoran Group is an expert financial planning and wealth management firm, one whose approach is to nurture overall financial success.

Secondary Message — The firm is committed to cultivating one-on-one client relationships that endure for generations

Ideal Audience Response — I fit The Corcoran Group's client mix, I like and trust them, and I would like them to manage my full financial portfolio

Creative Specifications:

Required Text — The logo must contain the name "The Corcoran Group." It can be either typographic only or type plus an appropriate graphic or icon. Include the firm's tagline, "Cultivating Financial Success" on at least the letterhead and pocket folder (optional on business card and envelope).

The following information must be on all pieces, along with the firm's logo and name:

2020 Connecticut Ave., NW, Suite 512
Washington, DC 20009
Phone: 202 555-1234 Fax: 202 555-4321
www.corcoranfinancialgroup.net

The business card must contain the individual's name and title as follows:

Philip Carlylse, Vice President, Client Services,
CFP, CIMA
pcarlylse@corcoranfinancial.net

The pocket folder must also contain the following mission statement:

We help a select group of executives and their families achieve their most meaningful life goals through insight, inspiration and complete coordination of financial planning and investment management.

Item Specs — Letterhead: 8.5" x 11", Envelope: #10, Business Card: As appropriate, Pocket Folder: 9" x 12", to house letterhead and other standard documents. One or two pockets with die cut for business card.

Inks — 2 PMS, bleeds ok

Other: Please dummy up a pocket folder with functional pocket(s) and mount onto one large board. Next to pocket folder, mount letterhead, envelope, and business card.