PIZARRA

RESEARCH REPORT

SPRINT 1: EXPLORE

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1. INTRODUCTION: GOAL OF THIS RESEARCH

The goal of this research is divided in two different aspects: first the Branding research, in which we need to understand which elements from a good Brand Style Guide need to be selected for our tool to make it as efficient as possible, as well as implement this knowledge onto our own company branding; then we have the Technical research, in which we aim to understand the similar tools existent to what our project aims to be, to try to decipher what characteristics work on them, which don't and what new element we can bring to it. This research also serves as a tool to reiterate what the users need in order to convey a top of the line product for this project.

There is also a research made on the stakeholders, in this case our client, Stuurmen who solicited the product to Pizarra Inc. as a part of a collaborative project with Fontys Hogeschool.

2. PROCESS AND RESULTS OF THE RESEARCH

To show the results of each research we divided it in three sections Branding Research, Stakeholders/Users Research and Technical Research.

Branding Research

Method used: Secondary research – online research

To understand what this projects needs and how to convey that necessity into a proper product, we needed to research into Branding, Brand Style Guides (BSG) and Business needs. This allowed us to get a better grasp of what it's required in Branding management, what elements are essential in a BSG and what the needs of our client and their business mean to this project and how we can deliver the best product.

Introduction

This research is aimed to get a better understanding of what are the key components needed in our project from the branding side, such as logo creation, typeface selection, etc.

We need to understand which elements from a good Brand Style Guide need to be selected for our tool to make it as efficient as possible.

In the following segment we will explain the most important points to make a proper brand style guide and why they are important.

Brand purpose

The brand purpose is important because your brand need explanation of the reason why exists. This can be answers by a series of questions that you will ask to yourself or your team to come up with it.

For example, to know what is the mission of the brand we can ask: What is the reason business exists? What is its core objective?

Intention of the brand: What does the business intend to do or create in the future?

What are your rules or values with: What principles does the organization support?

And ask yourself what is your target audience: What specific group of consumers most needs the services or products the business offers?

Brand story

In a brand story you describe the motive of making the brand in the first place with a great brand story you can create an emotional connection with customers. A company's tagline is often incorporated into its brand story in order to make the clients remember it more since they will understand the meaning of it.

Brand personality

This relates to the basic essence of the brand, consisting of its voice, tone, and messaging fashion. Emotional connection is a critical aspect of advertising, and personable brands generate warm temperature and goodwill with the public.

This is important to make and image and make a vibe of the own brand so client can create more connection with them and difference between the other brand and yours this is crucial to make them choose your brand because they feel closer to your brand.

Messaging is a key aspect of a business enterprise's personality, and the brand standards may additionally include an article style manual describing the business's written voice as nicely.

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Logo

It communicates ownership, quality, and values. It's imprinted on your products, your business card, website, social media, and most importantly, in the minds of your clients.

A good logo grabs attention and therefore people will look at it and memorize it. The goal of the logo is to represent the brand to the audience. It also communicates the brand identity.

The logo itself can have different variations for example a logo can be horizontal, vertical, or only exist of a symbol. Also, the colour is important for a logo you can't place a white-coloured logo on a white background.

LOGO

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USING OUR ICON

OUR ICON IS A SHORTER VERSION OF OUR LOGO. USE THE ICON ON ITS OWN ONLY IF YOU DO NOT HAVE ENOUGH ROOM FOR THE FULL LOGO.

ALTHOUGH THE ICON CAN EXIST WITHOUT THE WORDMARK, THE WORDMARK SHOULD NEVER EXIST WITHOUT THE ICON.

EXCLUSION ZONE

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The scale and proportion of the logo is also an important thing to mention. The scale can differ between the digital scale and the scale for a print.

Also, guidance on modifying the logo is important in a brand guide.

Some elements of logos your brand needs are:

Need to be original so it contains visual elements, such as colour combination or design elements that no other company has.

Needs to be timeless to avoid incorporating trendy design concepts and to ensure your logo won't be out of age or old looking.

Needs to be adaptable the logo should scale well from small too big. It should also translate well to both print and digital formats.

Needs to be memorable this can be a difficult concept to test, your logo should try to leave a lasting impression. And the logo has to be clearly connected to your industry or products and services.

Color palette

The colour palette includes the primary colours that is used in logos, text and website. And secondary colours that add visual interest to your content. Secondary colours could be used on pamphlets, signage and any other branding material.

WHY IS IMPORTANT TO CHOOSE THE CORRECT COLOR PALETTE

❖ Helps your brand stand out:

By using the right colours in your brand, you could be reaching your clients attention in order to make them want to learn more about your brand and make them want to review your other content related with your brand.

❖ Makes a brand more recognizable:

By using colours depending on certain messages your target audience will easily recognize your brand's and understand the type of message you're trying them to convey.

❖ Evokes emotion and feeling from customers:

Certain colours can spark specific emotions from potential or current customers this can change depending on the culture and the country but also by the person itself. You can use colour to make customers happy, nostalgic or excited, which could lead customers to make purchasing decisions if used properly.

❖ Influences how the audience perceives a brand:

By choosing the right colour selection you can change how a customer feels about your brand. Also, if the content is readable or if the background is visually appealing and understandable it may also be more professional and appealing to customers.

Some colour meanings are:

Blue: Integrity, Trust, Tranquillity, Loyalty, Intelligence

Green: Money, Growth, Freshness, Environmental-Friendliness

Yellow: Happiness, Originality, Energy

Purple: Royalty, Spirituality, Luxury

Pink: Femininity, Compassion, Playfulness

Red: Power, Strength, Passion

Orange: Courage, Originality, Success

White: Cleanliness, Purity, Freshness

Black: Elegance, Drama, Strength

Typeface

List which fonts your brand will use as well as where those fonts can be accessed. This section can also include the size of your font, acceptable variations and where to use different types of lettering. If your logo includes text, provide its font details in this section.

When thinking about a logo or what font to use for your Brand, the choice can be difficult and sometimes simple. You should start by identifying what you want to express with your image.

Like colours for a house, fonts are used to elicit specific responses and create unique mental links with a Brand. Each type of font has pros, cons, and psychological responses. A font can make your logo recognizable and memorable.

If you want the image of your business to generate visual pregnancies in the coming years, don't let the fad fool you. Choose a font that reflects the values and characteristics of your company, but above all, its personality.

We have to pay attention to these important tips when choosing a typeface:

- Directly and simply transmit the concept of your Brand
- It has to have some difference from the competition
- It needs coherence between the chosen typography and the personality of your Brand
- Coherence in the colour related to your line of business and, in turn, does it work positively and negatively?

A correct typographic choice can make the difference between a well-achieved Brand and a Brand that fails to connect with its target audience.

Imagery

Brand imagery is a complex conglomeration of the images that make up the "feel" of your company.

To sell the product to your audience you must know your audience, also you must know what type of font and what colours do attract them. With this information you can design the "feel" of the brand with images.

With other words with designing a good brand imagery you can visualize the story telling component of your brand identity.

Stakeholders/Target Users

Method used: Secondary research – online research

In this section, the research is aimed to identify the stakeholders of this project, as well as the main Target Users for the tool we will create. The company in collaboration for this project is Stuurmen, a local Branding agency focused on premium products and services.

Given the nature of this project, we needed to identify the proper User for our tool, in order to apply the proper characteristics to it based on the User needs.

STAKEHOLDERS: STUURMEN

Stuurmen is a branding agency for premium products and services located in the heart of Eindhoven, where they transform their client's DNA into strategy, strategy takes shape in super brand identities and award-winning websites.

They build brands with and for the ambitious. Those who pursue to kill off the average and break from the ordinary. They combine brand strategy, brand design and digital to transform businesses into brands that people will fall in love with.

PROJECTS

As a branding agency for premium products and services, Stuurmen has worked with some of the most exclusive brands and companies, making sure that they develop a clear idea of their branding without taking away what makes that premium product/service a top of the line brand.

Big or small, their clients all have one thing in common, they bring something unique to the table. They are goal-oriented with beyond average ambition and that is reflected in their product or service. They want to be the very best, like no one ever was.

The Stuurmen mission is to help clients make the leap. They get right to the very root of a business's DNA and help it transform itself into a brand that is destined for long-term impact.

Examples

Some of Stuurmen most renown projects are:

❖ Triple & Crown

❖ Simplxr

❖ Abstraction

TARGET USER

To identify our target user, we needed to first understand what were the main features of branding and branding style guides, as well as understand how the needs of our client converged with this knowledge and the product itself.

After researching on the subject, and discussing the different types of users that where linked to branding, we came to the conclusion that our main target User is a skilled type of user, one that has predetermined knowledge and vocabulary related to branding, which allows them to identify specific terms and functions without the necessity of oversimplifying the tool for them.

This can be explained as the product Stuurmen requested was a tool that essentially would allow their client's marketing department, and if needed other departments, to assess changes to any of the elements of their brand style guide without having to relay too much on the IT department.

Essentially combining 2 other tools together, Digital Asset Management (DAM) and Content Management System (CMS), which is aimed to reduce the necessary steps to fulfil simple changes as well as develop new ideas on-the-go.

With this in mind, not only did we identify our Target User but we were capable of discern a better outcome for our tool, such as the platform we would work on, the type of systems we wanted to convey and the first design processes we could include in it.

TECHNICAL RESEARCH

Method used: Secondary research – online research

Goal

Brand Guide System CMS (Web application Frontend)

Method to standardise how to make websites / other projects friendly to our tool, I.e. using a config file for your website

What is a DAM?

How does it help companies and how can it be improved on?

A Digital Asset Management tool is a tool that companies use to ensure that assets like images stay uniform throughout the company, but mostly this is done manually, more specifically, the DAM is just used as a storage for people to look at and download assets to then manually update everywhere its used.

This is largely inefficient because this process of changing an asset everywhere it is used can be a big process that can take a lot of company time from more impactful projects, not to mention needing extra manpower for specific tasks E.g. Hiring a Frontend developer to update an image on your website.

➢ The CMS Solution

One possible solution is to automate things as much as possible, One way this can be done is with CMS Integration. Connecting your DAM to a CMS means that the content present on your website always checks the DAM as a source of truth for assets, which means that any updated asset will propagate the change on the websites the CMS controls.

Here are some digital brand tool companies that have already advocated for combining DAM and CMS.

https://www.bynder.com/en/blog/dam-cms-saas-soulmates/

https://blog.saleslayer.com/integrate-cms-dam

https://www.magnolia-cms.com/blog/integrating-your-content-management-with-your-digital-asset-management.html

What is a Brand Guide System / Brand Style Guide?

Brand guidelines, also called a brand style guide, are essentially an instruction manual and rule book on how to communicate your brand. They lay out all the visual details, as well as important notes about the company's voice, tone, and messaging. They come in the form of a physical or digital booklet filled with examples of what to do and what not to do.

Brand guidelines comprehensively cover a company's brand identity, including its:

- Logos: full logos, secondary logos, and icons
- Color palette: primary and secondary colours
- Typography: font styles, sizes, and spacing
- Other imagery: photos, illustrations, and artwork
- Voice and tone: how the brand uses language and emotion

When companies take the time to create brand guidelines, it helps to ensure that their brand image stays consistent no matter where it shows up.

This will pay off big time in the long run, as your company will generate the familiarity and reliability that open the doors to brand loyalty.

Our Goal is to combine Brand Guide Systems and DAM, with integrations to CMS'. This means that changes to the brand style guide and other assets should propagate brand-wide. E.g. Company Websites, Social Media, Merchandise, etc.

WHERE CAN WE LOOK FOR INSPIRATION?

Digital Tools for:

- Brand Guidelines
- Digital Asset Management
- Content Management

Tools chosen:

➢ Monday.com DAM
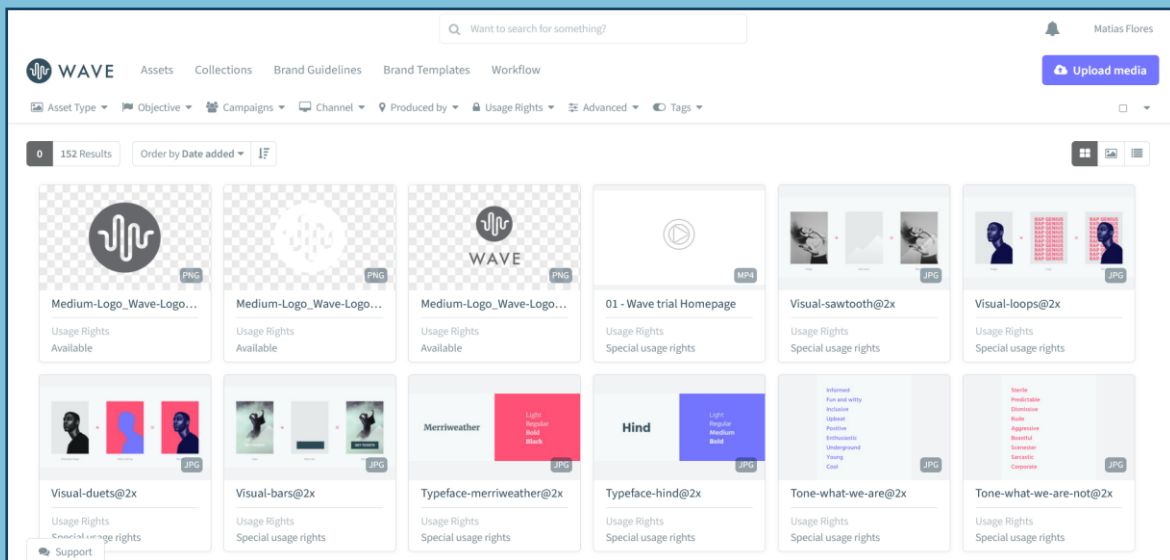➢ Bynder brand guidelines and DAM

Monday.com DAM Main page
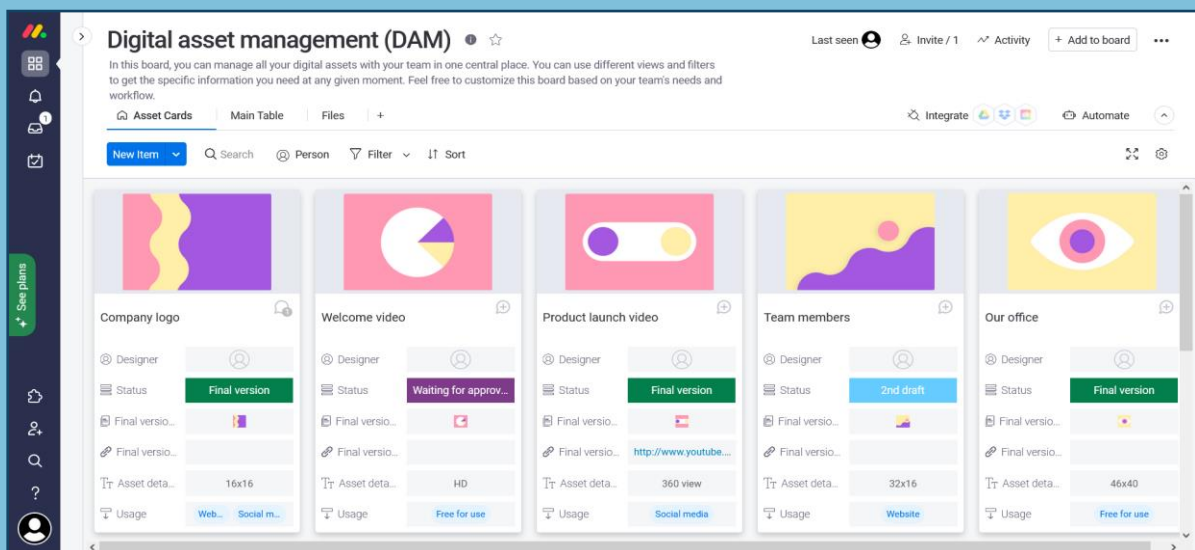
- Cards are too crowded with information, Left nav not closed by default, Whole UI is crowded,
- Filter menu is simple
- Everything is shown by default, but they could be separated into different components/ dialogs
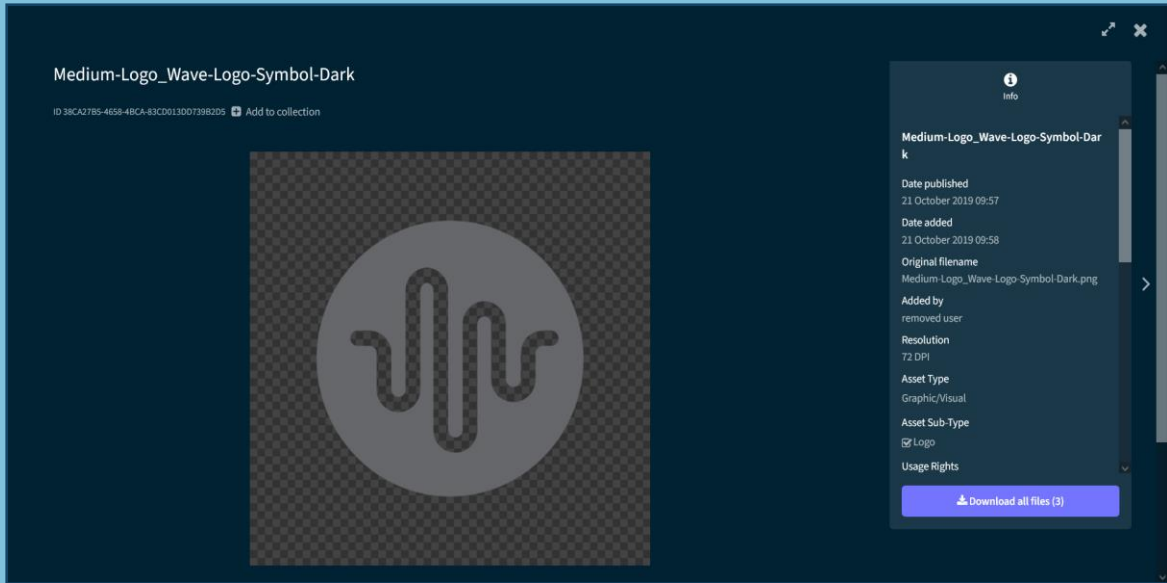- Color scheme is bland

Clicking on an Asset
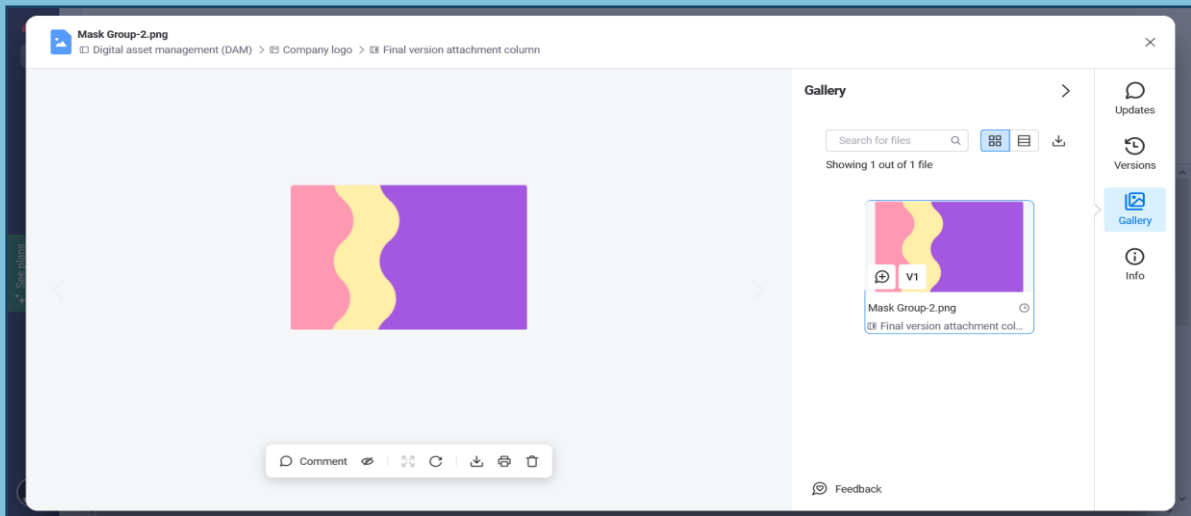
- This view is too simple, options on the cards on the main page should be moved here instead
- Card with print and download icons are very human centered, use of the icons makes it intuitive to use

Bynder DAM

- Cards simple
- Powerful Filtering
- Page is not crowded
- Good options when opening the asset, provides a lot of possibility

Bynder Brand Guidelines
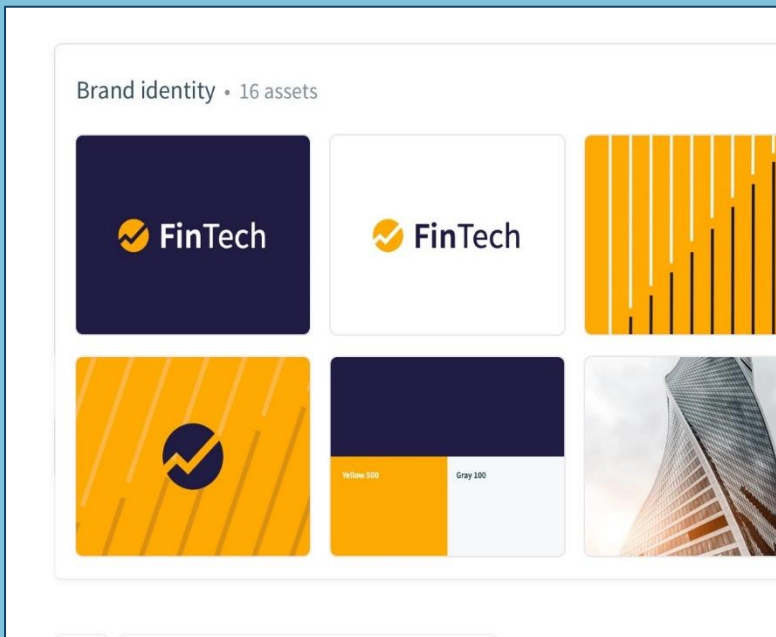
- Simplistic navigation menu
- Asset specific tool menu, or brand-wide tools
- Collaborative, you can set permissions for specific assets, who can access etc.

STUURMEN INTERVIEW

Method used: Primary research – Expert Interview

With this interview we hoped to collect useful insights (primary research) for our Branding and Technical Research as well as get a better understanding of the specifics of the project at hand.

We also got an insight on their workflow process when dealing with brand guide systems and websites with CMS.

One of the outcomes that summarized this project when talking with Stuurmen is that their Asset Management System is non-existent since they do not have a way to store their assets in an organized manner, which complicates collaboration within the company due there not being a single source of truth for company assets.
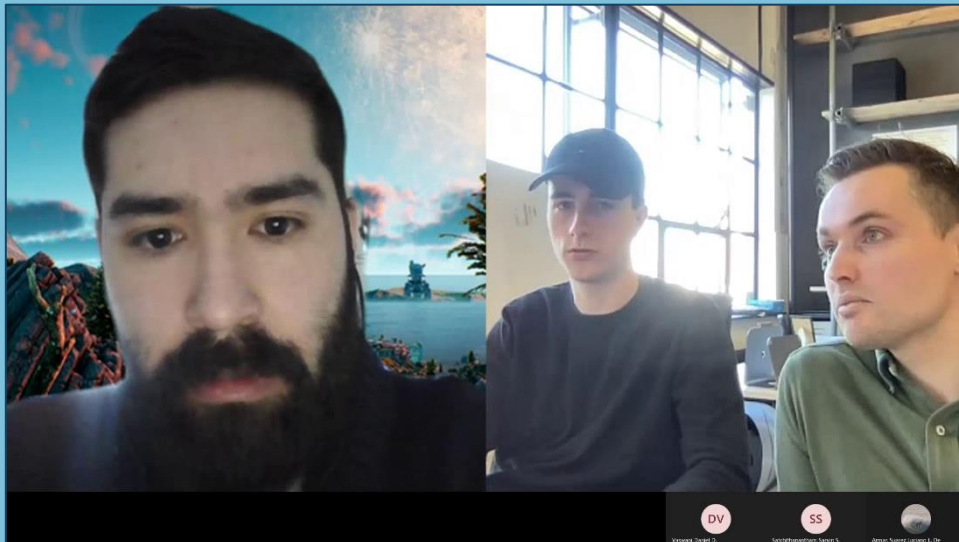
PROJECT

- What part of the process of designing a project is the most challenging?
- How do you approach the workflow of a small project? And a big one?
- What part of the process do you consider the most important one?

BRANDING AND BUSINESS NEEDS

- What is your unique selling point?
- How do you deal with brand extension?
- What's more important, brand recognition or brand awareness?
- How would implement brand purpose, brand story and brand personality?

DAM AND CMS

- What elements of DAM do you think are important for this tool?
- Do you currently use a DAM to manage assets? If so, what big feature do you like? Would you change anything?
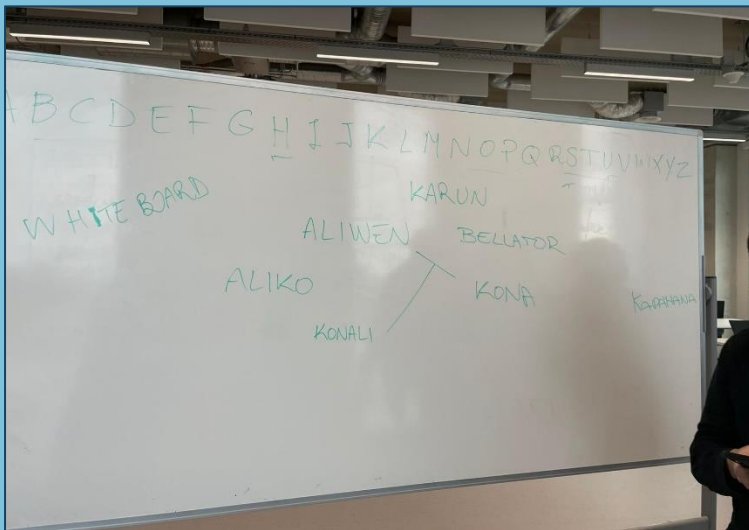

Recording of Stuurmen Interview

BRAINSTORM - PROCESS

Method used: Brainstorm – Various

In this section, we present you some of the brainstorm sessions we conducted for various topics within the project and the company.

This were documented in digital media in order to capture the essence of our company.

IMAGES

In this image, we see the very first Brainstorm session we had as a team, in which we were tasked to come up with a name for our company.

Here we see the introduction of the members of the team, everyone showcased their skills within the project, this was done to get a better understanding of the possible workflow.
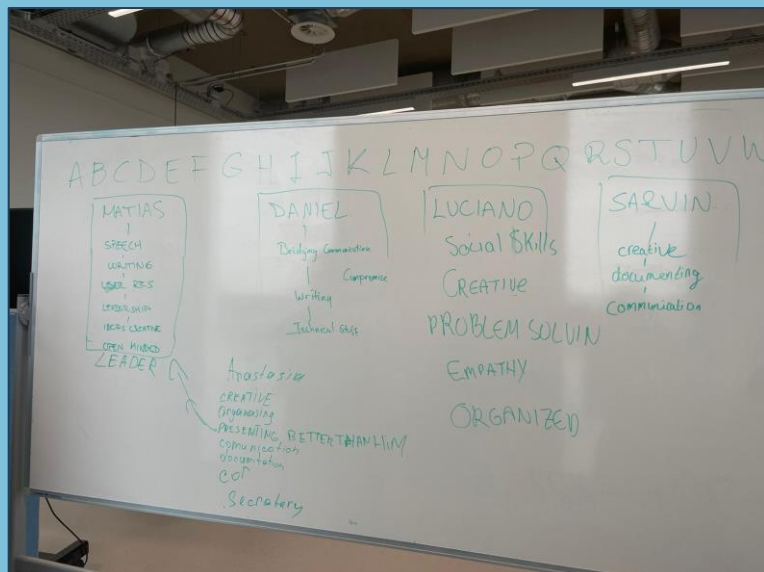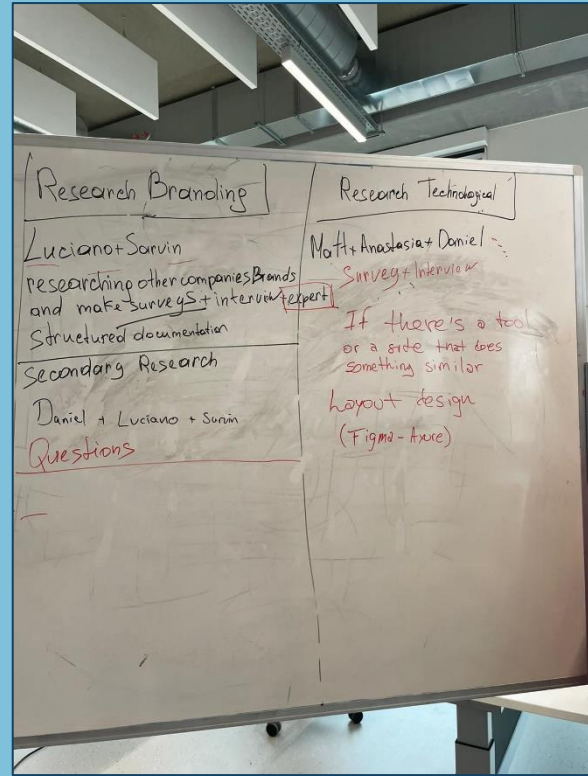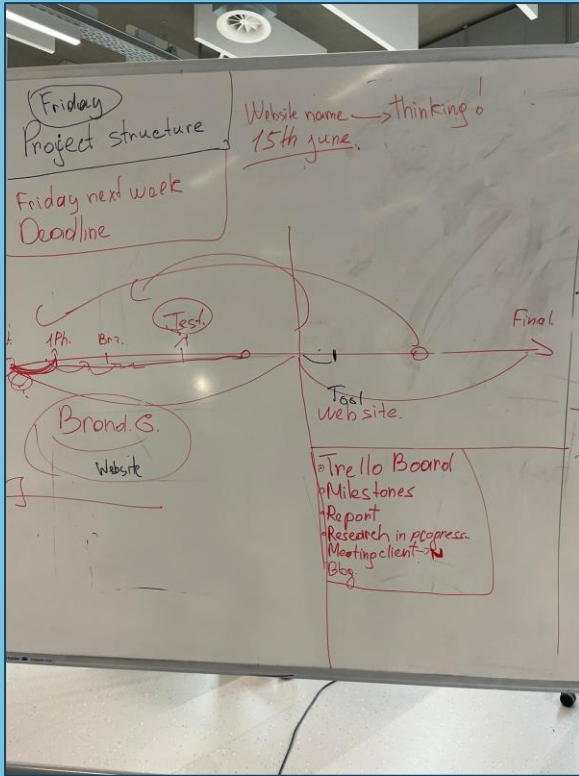
This two images represent the brainstorm process to distribute the workflow within the project, as well as create the timeline for it. Every member of the team brought their own opinion and solution to the different problems that came with the timeline.
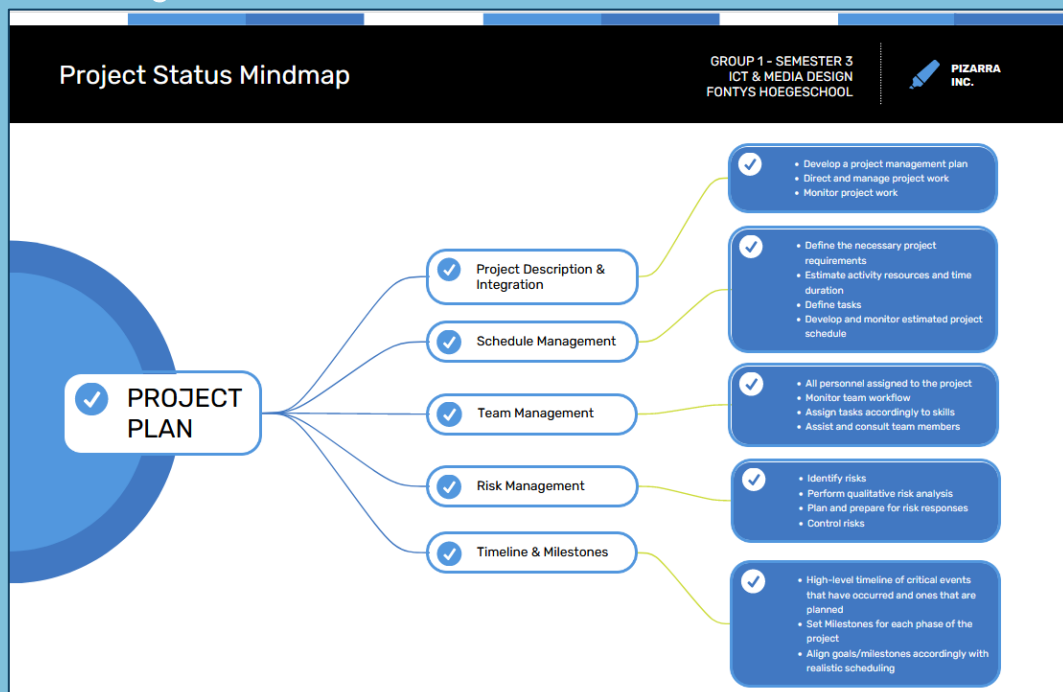
VIDEO

In this video we can see the team working on the timeline for the project. The process involved every team member and helped us identify the key points of the initial workflow, which we then transformed in a Phase 1 Timeline where we covered the first half of the process needed to achieve the goal of this project.

After discussing the timeline for the project, the team Leader put those ideas to motion and represented them in a Visual Timeline that helped the team understand where in the project's process they are.
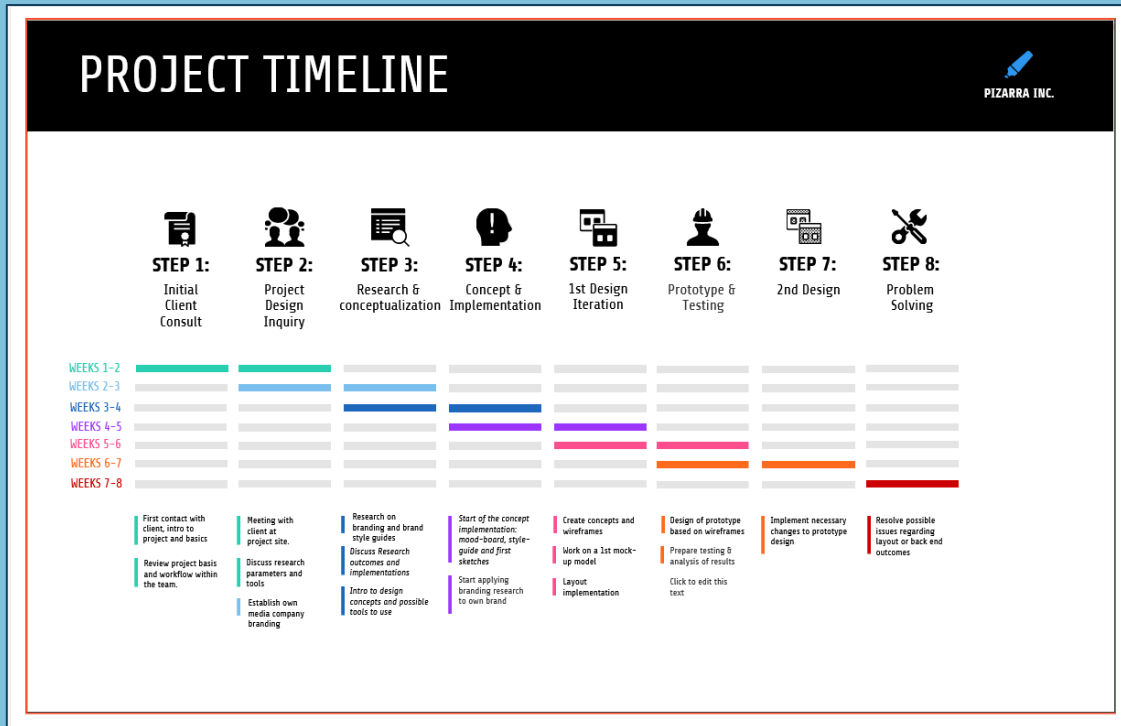
As a side note, the team Leader created a personalized Mind Mapping based on the Project Plan in order to showcase better his duties and obligations as a Product Manager.

3.   DESIGN CHALLENGE

| *Form of Solution* | • Brand Guide System CMS |

| Users | • Marketing, UX Designers, Small-medium sized Business owners |

| Context | • Keeping company branding uniform and efficient |

| Perform Activity | • Automate any change to the Brand Guide System to update as many places as possible for the brand |

| Target Performance | • Reduce the need for consultation to third-parties to make small brand changes (manually) |