VISIONAIRE
BRANDING COMPANY

SENIOR PROJECT SPRING 2022
BY TONI FORSYTHE
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABOUT ME</td>
<td>2</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>3</td>
</tr>
<tr>
<td>OPPORTUNITY STATEMENT</td>
<td>4</td>
</tr>
<tr>
<td>PROJECT OBJECTIVES</td>
<td>4</td>
</tr>
<tr>
<td>BACKGROUND RESEARCH</td>
<td>5</td>
</tr>
<tr>
<td>TIMELINE AND PROCESS</td>
<td>6</td>
</tr>
<tr>
<td>RESULTS</td>
<td>7</td>
</tr>
<tr>
<td>LOGO + BRAND GUIDE</td>
<td>8</td>
</tr>
<tr>
<td>BUSINESS PLAN</td>
<td>10</td>
</tr>
<tr>
<td>LANDING PAGE</td>
<td>13</td>
</tr>
<tr>
<td>INSTAGRAM MOCK-UP</td>
<td>16</td>
</tr>
<tr>
<td>PROJECT REFLECTION</td>
<td>18</td>
</tr>
</tbody>
</table>
Hey, I’m Toni!

My name is Toni Forsythe and I’m a third year Graphic Communication major at Cal Poly San Luis Obispo concentrating in Design Reproduction Technology. I’m graduating a year early, in Spring 2022, and I’m so excited to see where my career takes me post-grad. Creativity has always been at the forefront of my ambitions and Visionaire is a reflection of my professional aspirations.
ABSTRACT

It has been a goal of mine to one day launch my own branding and marketing agency, therefore this opportunity has allowed me to ideate what the agency would look like in terms of branding and business. I developed Visionaire Branding Company, a branding and marketing agency located in Central California. Creativity has always been at the forefront of my ambitions and Visionaire is a reflection of my passion for taking businesses to the next level and doing it with a vision.
OPPORTUNITY STATEMENT
Develop the brand and business plan of a fictitious branding and marketing agency that is preparing to start expecting clients.

PROJECT OBJECTIVES

TIME MANAGEMENT:
I plan to schedule my weeks accordingly so that I complete all necessary components of my project in a timely and effective manner.

COMMUNICATION:
I intend to communicate with Professor Ma throughout the quarter when I have questions and when I need extra guidance to ensure that my project is completed according to all guidelines and requirements.

DEDICATION:
I am really looking forward to the end result of this project and plan to stay committed to my initial goals in order to develop a comprehensive project that I am proud of.
9 Successful Digital Marketing Case Studies

**Citation**

**Summary**
This article provides very valuable information on what critical components to look for in a marketing and branding agency including quality, consistency, experience, and the right tools. It also discusses the importance of measuring ROI within the agency. Creating content is great, but successful agencies must understand ROI in order to deliver exceptional results. It also elaborates on several specific case studies in which this particular agency, Single Grain, helped businesses by incorporating these strategies.

The article also elaborates on the importance of using the right tools and creating structured processes. This made me recognize a weakness in my initial project idea, because I had not considered the possibility of developing not only a mission statement and vision for the agency, but a plan to ensure that my ideas can actually be executed. This includes which tools I may take advantage of and workflows I might implement.

Five Ways To Help Your Branding Agency Deliver Creative You Love

**Citation**

**Summary**
This article discusses five ways to help creative agencies create creative content that makes a mark and is loved the first time around. It talks about developing your brand strategy from the start and suggests using Jim Collins’ Hedgehog Concept, which he discusses in his book Good to Great. This concept will guide you through essential questions about your business to get a thorough understanding of what is needed when developing cohesive branding. It also talks about establishing your mission, values, and developing your brand pillars. Furthermore it suggests creating customer personas to further understand your business’ target audience.

The article also suggests developing customer personas to define your target audience. I realize I had not previously considered this when I was developing ideas for my project initially. This will be beneficial in order to determine what I want the agency to specialize in and will help me better explain the types of clients I hope the agency will secure, which I had not previously considered.
TIMELINE & PROCESS

WORK BREAKDOWN STRUCTURE

GANTT CHART

Logo & Branding
- Name Ideation: Background research, brainstorming
- Logo Design: Primary logo, submark, and supporting design elements
- Brand Photos: Take branded photos to use in brand guide, landing page, and social media
- Brand Guide: Collect colors, fonts, logos, moodboard, and photos into PDF

Landing Page
- Design Concepts: Sketch potential layouts and design ideas
- Research Software to use & get familiar with it: (Squarespace, etc.)
- Content Collection: Services, Photos, Graphics, About Us, Copy
- Final Design Execution & Create Professional Mockups

Instagram Feed
- Photo Collection: Choose photos to incorporate into feed
- Graphics: Design supplemental posts to incorporate into feed
- Design final mock-up into Instagram feed template in Canva

Business Plan
- Background Research: Industry trends, competitors, & niche
- Mission Statement, Vision, and Company Culture
- Our Services (What We Offer/ What We Do)
- Branded Business Plan Design (PDF)

Phase 1 - Logo & Branding
- Name Ideation & Logo Design
- Brand Photos
- Brand Guide Design

Phase 2 - Landing Page
- Design Concepts & Research Software
- Content Collection
- Final Design Execution

Phase 3 - Instagram Feed
- Photo Collection
- Graphics
- Design Final Mock-Up

Phase 4 - Business Plan
- Background Research
- Mission & Services
- Debrand PDF
- Project Presentation
- Category Review for clean up, adjust and modify
- Project Index
- Proposal Preparation 2020
- Project Showcase
RESULTS

My project consists of four main deliverables listed below:

LOGO + BRAND GUIDE
A clean logo design and brand guide including name ideation, colors, photos, fonts, etc.

BUSINESS PLAN
A general business plan outlining the mission statement, vision, and services offered in a branded PDF.

LANDING PAGE
A well-designed landing page that exhibits the branding of the company and includes information regarding the company goals, services, and team based on research.

INSTAGRAM MOCK-UP
A mocked-up social media feed that includes both graphics and branded photos.
My first deliverable is a complete logo suite and brand guide. The process included name ideation, logo design, creative research, color and font selection, and brainstorming. The final deliverable is a complete brand guide in the form of a PDF.
BUSINESS PLAN

I wanted my project to be as business-minded as it was focused on creative design. I focused on some key components of a traditional business plan including a mission statement, vision statement, business description, and services to put together a general business plan.

MISSION STATEMENT

Our mission is to provide people and businesses with the tools they need to effectively capture and exhibit the vision of their brand.

VISION STATEMENT

As creative visionaries, we will transform ordinary businesses into beautiful brands that are effective, valuable, and innovative.

BUSINESS DESCRIPTION

Visionaire Branding Co. is a branding and marketing agency located in Central California. Our founder and creative director, Toni Forsythe, is a recent graduate from Cal Poly with her B.S. Graphic Communication. Creativity has always been at the forefront of her ambitions and Visionaire is a reflection of her passion for taking businesses to the next level and doing it with a vision.
BUSINESS PLAN

OUR SERVICES

PLAN 1: BRAND DEVELOPMENT + CREATION
This is our most simple yet impactful service plan. We’ll take you through a journey of discovering and uncovering the fundamental values and goals of your business through a strategic consultation process. Once we establish the essence of your brand, we start creating. Here’s what we’ll work together on when you choose this plan:

BRAND DISCOVERY AND STRATEGY
LOGO SUITE + BRAND GUIDE
BRANDED COLLATERAL

PLAN 2: BRAND + WEBSITE DEVELOPMENT
This plan includes everything from plan 1 plus a complete branded and managed website. Here’s what we’ll work together on when you choose this plan:

BRAND DISCOVERY AND STRATEGY
LOGO SUITE + BRAND GUIDE
BRANDED COLLATERAL
WEBSITE

PLAN 3: BRAND + WEBSITE + SOCIAL MEDIA MANAGEMENT
This plan includes everything from plan 2 plus full social media management. Here’s what we’ll work together on when you choose this plan:

SOCIAL MEDIA CONTENT CREATION AND MANAGEMENT
BRAND DISCOVERY AND STRATEGY
LOGO SUITE + BRAND GUIDE
BRANDED COLLATERAL
WEBSITE
BUSINESS PLAN

My second deliverable is a general business plan in the form of a branded 4-page PDF.
My third deliverable is a mocked-up landing page. I ran into a few setbacks when working on this part of the project. Originally I was going to use SquareSpace to develop the landing page, however, I realized that I wasn’t able to have the creative freedom that I wanted. I ended up just doing a mock-up of the landing page instead. I really like the way the colors, fonts, design elements, and photos came together. I feel like it really exhibits the vibe I wanted to capture for Visionaire and I’m really happy with the final product.
As creative visionaries, we transform ordinary businesses into beautiful brands that are effective, valuable, and innovative.
BRING YOUR BRAND TO LIFE

PLAN 1
Brand Development + Creation

PLAN 2
Brand + Website Development

PLAN 3
Website + Social Media Management

LET’S MAKE THOSE DREAMS A REALITY.

Name
Email
Message

FOLLOW US ON INSTAGRAM

MENU
ABOUT US
OUR SERVICES
OUR WORK
REVIEWS

CONTACT
1800 333 4444
INFO@VISIONAIRE.COM
123 SAN LUIS OBISPO, CA

For educational purposes only.
For my fourth and final deliverable, I designed a few social media posts and an Instagram feed mock-up. I feel like this was relevant not only to showcase the Visionaire brand on another platform but to exhibit more of what the agency offers including social media management.
LET’S MAKE THOSE DREAMS A REALITY.

We’re providing people and businesses with the tools they need to effectively capture and exhibit the vision of their brand.

VISIONAIRE
BRANDING COMPANY

MADE WITH A VISION.
CONSISTENCY | CLARITY | CREATIVITY
PROJECT REFLECTION

WHAT WENT WELL

1. Going with the flow. I made my original project workflow at the beginning of the quarter based on what order to work on each deliverable. However, after I began the process of executing my project, I realized I needed to switch around my original plan. I had originally planned to do the business plan component last, however, I realized that the business component was foundational to the creative side of my project. Therefore, I decided to complete the business plan first. While this threw off my original plan, I recognized that I had to adapt to the process and go with the flow and ultimately it was a good decision.

2. Using the Work Breakdown Structure. While the original order didn’t go to plan, the overall layout and detail of my work breakdown structure was very helpful in keeping me productive. It was really nice to have a visual representation of what I needed to complete for each deliverable.

3. Trusting my creativity. I had a very specific vision for my project and I wanted to execute it accordingly. Trusting my creativity even if certain resources didn’t work out, ultimately allowed me to create a project that I’m very proud of.

WHAT COULD GO BETTER

1. Developing the landing page. I had originally planned to create the landing page on SquareSpace, however I realized I wasn’t able to utilize my creativity design-wise, as much as I wanted to. I think I could have done more research to find a better web design platform ahead of time so that I could create an interactive landing page like I had planned.

2. Taking branded photos. I wanted to take my own branded photos to really customize the brand and project. However, I never had the time to find a location or prepare props in order to execute the branded photo shoot. I could have planned better to make sure I secured a date to execute the photos.

3. Staying more dedicated to my original workflow timeline. I procrastinated a little bit at the beginning of the process in completing my project deliverables, which caused me to get a little more stressed than I should have been. However, I was able to complete everything effectively.
WHAT I WOULD DO NEXT TIME

If I could start over and do some things differently, I would do more research on web design platforms, plan better in order to execute a branded photo shoot, and stay more dedicated to my original workflow timeline in order to be less stressed towards the final stages of my project.
For educational purposes only.
California Polytechnic State University San Luis Obispo
Senior Project by Toni Forsythe
MADE WITH A VISION.