BRAND FUNDAMENTALS THE CREATIVE TEAM

"Branding is deliberate differentiation"

Debbie Millman



TEAM FUNCTIONS

- 1. Designing and Implementing Your Brand's Visual Identity.
- 2. Aligning Your Business to Your Brand Vision.
- 3. Brand Promotion and Marketing.
- 4. Support a Company Culture That Reflects Your Brand.
- 5. Maintain Brand Compliance and Consistency Across All Customer Touchpoints.

TEAM ROLES

Creative Director

Creative Directors are responsible for connecting creative leads with companies.

As part of the job, close collaborations with designers, copywriters, sales personnel and the marketing team is required to produce creative content for the products and services being sold.

Charged with heading advertising strategies, Creative Directors supervise team members and oversee projects, events and product launches.

In many small to medium companies the creative director also acts as the brand manager.

In this role they will act as the ultimate brand-keeper. They are the individuals who maintain brand consistency and ensure that the marketing goals are aligned with the brands strategy.

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Graphic Designer	Notes:
Graphic Designers use two or three-dimensional art to create visual concepts.	
They design logos and layout designs for print and digital media including websites, magazines, brochures, user interfaces, product labels, reports and advertisements.	
They work with other professionals to incorporate typesetting, illustration, photography, and even programming, to ensure products display as intended.	
Great Graphic Designers understand how to communicate brands visually and effectively.	
Web Designer	
A Web Designer's primary job is to create attractive and functional websites.	
They design each site's layout and organize the information in a way that is visually pleasing and logical.	
The skilled Web Designer uses a combination of technical knowledge and visual design techniques to create a website.	
A well-designed and easy-to-use website draws people to the company's online presence.	
Web Developer Web Developers are information technology professionals who design, develop, and maintain websites.	
Web Developers use a variety of programming languages, including HTML, CSS, and JavaScript, to create websites from templates or from scratch.	
Web Developers gather requirements from clients to determine what technologies should be used to build a website.	
Using their strong technical skills, Web Developers work with Web Designers to determine the look and feel of a website.	
In addition to having working knowledge of programming languages, the developers should possess experience developing with online content management systems like WordPress.	
Creative Project Manager	
This is a very important position that needs to be responsibly held within a creative team environment.	
They need to keep your design team focused on their vital functions and priorities, not managing projects.	
Creative project managers plan and organize project budgets, timelines, the scope of work, and more.	
They serve as the liaison between the creative team and the client to establish expectations, monitor project timelines, workloads, and project objectives to ensure that they all stay on track.	

Design Programs & Development Tools:

Design Programs







Adobe Illustrator



Adobe InDesign



Adobe XD



Adobe Acrobat



Sketch

Video Editing Programs



Adobe Premiere



Adobe After Effects



Adobe Audition



Notes:

Adobe Media Encoder

Development Tools











Wix



Shopify







Site123



7 Tips to Lead a Creative Team

TIP#1	Have the Right Leader in Place
TIP#2	Implement the Right Process
TIP#3	Create The Right Environment
TIP#4	Help The Team Achieve Their Dreams
TIP#5	Support Collaboration, Not Competition
TIP#6	Emphasise the Brand Vision
TIP#7	Don't Mix Creatives With Executives

Big Ideas:	Notes:



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Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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