

# BRIFF BRANDIO

# BRANDING BRIEF

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Grŵp Ymgynghori Lafan  
Authored by: Geraint Hughes



Grŵp Ymgynghori Lafan  
Lafan Consulting Group

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## **1. Cefndir - Background**

*100-200 gair/words*

Beth yw eich syniad/stori? Pam? Eich lleoliad? Pwy ydych chi?

What's your idea/story? Why? Where are you based? Who are you?

## **2. Prif dueddiadau marchnad - Key Market trends**

*100-200 gair/words*

Pa dueddiadau yn y farchnad mae eich brandiwr/aig angen bod yn ymwybodol ohono?

What trends does your brander need to be aware of?

## **3. PGU - USP**

*3 i 5 bwynt bwled gyda lluniau perthnasol / 3 to 5 bullet points with relevant images*

Beth sy'n eich gwneud chi'n wahanol? Pam bod pobl yn mynd i brynu oddi wrthyhch?

What makes you different? Why people are going to buy your product/service?

## **4. Ein gwerthoedd - Our values**

*3 i 5 pwynt bwled / 3 to 5 bullet points*

Eglurwch beth sy'n bwysig i chi fel brand pan yn penderfynu sut i weithredu.

*Explain what's important for you as a brand when making decisions on how to do things.*

## **5. Personoliaeth y brand - Brand Personality**

Hyd at 6 ansoddair i ddisgrifio personoliaeth eich brand / *Up to 6 adjectives to describe your brand's personality.*

## **6. Brandiau eraill rydym yn eu hedmygu - Other brands we admire**

Rhestrwch hyd at 6 brand arall rydych yn eu hedmygu / *List up to 6 other brands you admire.*

Gallech gynnwys cyfeiriad gwefan a nodyn byr i egluro pam rydych yn eu hedmygu. Gallwch nodi enghreifftiau o sawl sector amrywiol.

*You can include a web address and a short note to explain why you admire them. You could list examples from a variety of different sectors.*

## **7. Geiriau a delweddau allweddol - Key words and images**

Nodwch hyd at 6 gair/brawddeg allweddol sy'n crynhoi eich brand a rhannwch hyd at 6 delwedd sy'n cyfleu eich brand.

*Note up to 6 key words/phrases that summarises your brand and share up to 6 images that conveys your brand.*

## **8. Enwau brand posib - Possible brand names**

Nodwch enw/au rydych yn eu hystyried. Nodwch os ydych yn hapus i'r brandiwr/aig ystyried enwau tu hwnt i'r rhestr yma neu ddim.

*Note name/s you're considering. Note whether or not you're happy for the brander to consider other names beyond this list.*

## **9. Beth ydym yn disgwyl ei gael gan frandiwr/aig? - What we expect to get from a brander?**

Nodwch yn glir beth yw eich disgwyliadau gan y brandiwr/aig. Nodir enghreifftiau posib drosodd.

*Note your expectations from the brander clearly. Possible examples are provided below.*

- Logo
- Cynllun deunydd pecynnu – *Packaging design*
- Palet lliw - *Colour palette*
- “Beibl” y brand - *Brand “bible”*
- Slogan a geiriau/brawddegau allweddol - *Strapline and key text/sentences.*
- Holl ddelweddau wedi’u darparu ar ffurfiau jpg, gif, png a pdf. - *All images provided in jpg, gif, png and pdf formats.*

### **10. Amserlen ac enw cyswllt - Deadline and contact name**

Nodwch ddyddiad cwblhau’r gwaith (angen o leiaf 6 wythnos, ac yn ddelfrydol 10-12 wythnos) a manylion sut i gysylltu gyda’r enw cyswllt.

*Note date to complete the work (allow at least 6 weeks, and ideally 10-12 weeks) and details of how to get in touch with the contact name.*

### **Beth nesaf? – What next?**

Casglwch enwau posib i gwblhau’r gwaith brandio drwy ddarllen ar y wê a thrafod gyda’ch cysylltiadau i dderbyn argymhellion. Gofynnwch i fusnesau rydych yn hoffi’u brand pwy wnaeth y gwaith brandio iddynt.

CAM 1 - Gyrrwch y briff i ddetholiad o frandwyr gan eu gwahodd i drafod ymhellach gyda chi. Ar y cam yma, gofynnwch i weld portffolio o waith y maent wedi’u gwblhau – dylent fod yn gallu e-bostio hwn i chi.

CAM 2 - Estynnwch wahoddiad i rhwng 3 a 5 brandiwr/aig rydych yn eu hoffi orau i gyflwyno ymateb a dyfynbris am wneud y gwaith i chi. Cofiwch bod y berthynas bersonol yn ystyriaeth bwysig wrth benderfynu gyda pwy i weithio.

CAM 3 - Wedi derbyn yr ymatebion, ystyriwch pwy yw eich hoff 2 neu 3 cynnig. Trefnwch i eistedd lawr gyda’r rhain unwaith eto i drafod y gwaith posib mewn manylder.

CAM 4 - Apwyntiwch eich dewis cyntaf o frandiwr/aig. Cofiwch ddiolch a gadael i weddill y brandwyr wybod na fyddwch yn gweithio gyda hwy tro yma.

CAM 5 - Ewch ymlaen i adeiladu un o’ch asedau busnes pennaf, **eich brand!**

*Collate possible names to complete the branding work by researching on the internet and discussing with your contacts for recommendations. Don’t hesitate to ask businesses you like their brand who did the branding work for them.*

*STEP 1 - Send the brief to a selection of branders and invite them to discuss further with you. At this stage, ask to see a portfolio of work they have completed - they should be able to email this to you.*

*STEP 2 - Invite between 3 and 5 branders you like best to submit a response and quote for getting the job done for you. Remember that personal relationships are an important consideration when deciding who to work with.*

*STEP 3 - Having received the responses, consider who your favorite 2 or 3 proposals are. Arrange to sit down with these again to discuss the possible work in detail.*

*STEP 4 - Appoint your first choice of brander. Remember to thank and inform the rest of the branders that you will not be working with them this time.*

*STEP 5 - Go ahead to build one of your most important business assets, **your brand!***