

Brand Sprint

Build. Elevate.
Transform. Fast.
Fearless. Focused.

At Antonio & Paris, we don't just create brands—we ignite brand love affairs. We craft bold, emotionally charged identities that create deep, lasting connections. And with our proprietary Brand Sprint, we do it at breakneck speed—taking your brand to the next level in just 5 weeks.

**Your Brand.
Reimagined.
In Just
5 Weeks.**

Overview:

The Brand Sprint is an intensive, fast-paced branding service designed for businesses seeking a comprehensive rebrand in a short timeframe. Over the course of just five weeks, we help organizations redefine their brand identity, align their messaging, and establish a visual presence that resonates with their target audience. This service is perfect for businesses in need of a timely refresh—whether due to market changes, mergers, or evolving consumer expectations.

Who is Brand Sprint For?

- ✔ Startups ready to make an unforgettable first impression
- ✔ Established brands looking for a strategic refresh
- ✔ Companies evolving, expanding, or entering new markets



Process: Our Brand Sprint is structured into five distinct phases, each lasting one week:

WEEK 1:	WEEK 2:	WEEK 3:	WEEK 4:	WEEK 5:
<h3>Competitive Analysis</h3> <p>OBJECTIVE: Understand the market landscape and identify key competitors.</p> <p>ACTIVITIES: Conduct thorough research on competitors, analyze their branding strategies, strengths, weaknesses, and market positioning.</p> <p>DELIVERABLES: Competitive Analysis Report, highlighting market trends, opportunities, and threats.</p>	<h3>Positioning and Alignment</h3> <p>OBJECTIVE: Define the unique value proposition and core brand messaging.</p> <p>ACTIVITIES: Workshops and interviews with stakeholders to align on vision, mission, values, and target audience. Develop brand positioning statements.</p> <p>DELIVERABLES: Brand Positioning Document, including value propositions, key messages, and target audience profiles.</p>	<h3>Brand Identity Development</h3> <p>OBJECTIVE: Create a cohesive brand identity that reflects the new positioning.</p> <p>ACTIVITIES: Design logo concepts, typography, and primary visual elements. Collaborate with stakeholders for feedback and iterations.</p> <p>DELIVERABLES: Brand Identity Guidelines, featuring logo usage, typography, and visual elements.</p>	<h3>Visual Guidelines and Color Palette</h3> <p>OBJECTIVE: Establish a comprehensive visual identity framework.</p> <p>ACTIVITIES: Develop a color palette, imagery style, and graphic elements that align with the new brand identity.</p> <p>DELIVERABLES: Complete Visual Guidelines Document, including color codes, image styles, and application examples.</p>	<h3>Brand Presentation and Launch Plan</h3> <p>OBJECTIVE: Prepare for the brand launch and ensure all stakeholders are aligned.</p> <p>ACTIVITIES: Create a compelling brand presentation that encapsulates the new identity, and develop a launch strategy, including internal and external communication plans.</p> <p>DELIVERABLES: Brand Presentation Deck and Launch Plan, outlining next steps for implementation.</p>

Final Deliverables: Comprehensive Brand Strategy Document: A compilation of all insights, strategies, and visual elements

Why Brand Sprint?

Your brand isn't just a logo or a tagline—it's an experience. It's a story waiting to be told in a way that **captivates, resonates, and dominates**. With Brand Sprint, we cut through the clutter and get straight to what matters—**positioning, storytelling, and unforgettable design**.

Why Antonio & Paris?

We are not just strategists or designers—we are **brand architects and cultural storytellers**. Our work is built on **emotion, experience, and bold thinking**, ensuring your brand doesn't just stand out—it **stands for something**.

The Antonio & Paris Brand Sprint Experience:



Competitive & Cultural Analysis — We decode your market, uncover white space, and define where you belong.



Strategic Positioning & Messaging — Crafting a compelling story that sparks emotional connections.



Brand Identity & Visual Ecosystem — A fearless design language that turns heads and hearts.



Brand Guidelines & Execution Roadmap — Ensuring consistency, impact, and scalability across all touchpoints.



5 Weeks. No Compromises. No Wasted Time.

 **Let's create something unforgettable. Contact us today to start your Brand Sprint.**