

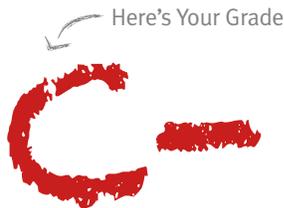
CARBON CAR SYSTEMS

Identity Report Card

This document is a report card on your company's identity. The grade shown in red is an average based on the 5 alignment metrics: sex, age, income, education and originality. We've compiled these results from your answers to our online identity survey.

Our Objectives

1. Give professional, honest, feedback to help you make informed decisions about the future of your company's identity.
2. Highlight any alignment issues between your company's future goals and your company's current identity.
3. Propose a solution to fix any issues and create a more aligned identity for your company.



Here's what we found out

The identity looks too dated, overly 'techie' and a little amateurish to meet the planned objectives of the company. The curves to the left of the text don't really represent anything (though I assume that they're two "C's") so, rather than enhancing the definition of the identity, they create unnecessary clutter.

Identity Alignment Summary

Metric	Your Answer	Grade
Sex	Male	C
Age	22-25	C
Income	Medium	D
Education	University	D
Originality	N/A	C

Here's an explanation:

Sex	Goal: Male. Fact: Does not reach-out to either male or female.
Age	Goal: 22-25. Fact: The current identity is not targeted towards any specific age group. Remember, if the identity is designed to appeal to everyone, it will actually appeal to no one.
Income	Goal: Medium. Fact: The lack of a focussed design direction comes through, so the identity doesn't speak to any single income bracket.
Education	Goal: University. Fact: Lack of focused design direction means that the identity misses the mark on education as well I'm afraid.
Originality	Fact: It's actually quite original, but not good original.

Here's what can be done to help

There's a lot going on here. The wording, graphics and descriptive elements (though totally necessary) combine to make the identity look too busy. Simplify the design. Err on the side of minimalism so that people can consume the identity easily and quickly. This will also help the identity age 'gracefully'.