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## **KickFire** (formerly AccelerateNow) **Creative Brief – Corporate Identity**

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## Introduction

With the explosive growth of the Internet has come an equally explosive growth in the marketing arena. New ad agencies, interactive firms, design studios, media buyers and other marketing specialists appear on the landscape everyday eager to procure their piece of the promotional pie and prosper. Corporate marketing departments and in-house creative groups are also growing in an attempt to stay atop an ever-expanding competitive landscape in which the opportunities to "spread the word" are increasingly vast and complex.

As a result of this e-proliferation, more and more marketing activities are touching more and more hands. Which is to say, a single marketing initiative may necessitate several teams and several vendors to execute. Consequently, clear communication and precise coordination between partners is evermore critical to the success of the marketing plan.

That's where start-up technology firm KickFire enters the marketplace. The company has developed a simple-to-use, yet comprehensive Web-portal product which allows marketing teams (and in the future other professional groups) to meet for centralized communication, project management, file sharing and industry-specific news. With KickFire, marketers spend less time completing administrative task and more time creating magic together. No special plug-ins are required and the service is accessible from all standard Web browsers. The KickFire product is completely customizable to any company or project and costs roughly half as much as that of the competitions'.

## Project Details

### **Objective:**

To design a world-class logo mark that empowers individual creative professionals while clearly communicating the collaborative aspect of the KickFire product.

### **Company Overview:**

KickFire provides one-stop, web-based communication and collaboration tools for geographically disperse and mobile workgroups in both small- and medium-sized and enterprise-level corporations. KickFire's current focus and product offering caters specifically to marketing professionals and allows workers to brainstorm, strategize and implement multiple projects simultaneously via online messaging, file sharing, email integration, project scheduling and more. The eBusiness services component of their product delivers customized news, competitive tracking, outsourcing, printing, shipping, press release distribution and market data and reports. In the future, KickFire plans to offer a similar product to other professional demographics as Engineering, Human Resources, Sales and Information Technology.

### **Distinguishers:**

What sets KickFire apart from the competition is it's integrated third-party partnerships with other professional-focused, web-based services such as Traq-It (tradeshaw management), NewsEdge (business news), iWire (press releases) and others. Users stay within the KickFire portal to engage third-party vendors where with the competition users are transported to an entirely new, outside site.

### **Brand Personality:**

If KickFire were a person, he/she would be a creative enthusiast with a passion for new ideas and new technology. He/she would be a team leader driven to succeed. He/she would favor a balance of form and function when it comes to design and aesthetics. He/she would probably shop at Macy's and Banana Republic and drive either a Volkswagen Jetta or a new Chrysler PT Cruiser.

### **Design Parameters/Notes:**

The KickFire logo must be adaptable to multiple environments and multiple mediums. That is it must work small-sized as on a business card as well as large-sized as in freestanding signage. The logo must also work in black and white, one color and, if designed as such, four color.

In looking at the competitor marks, one notices most all are word marks and have limited graphic appeal. Perhaps there is an opportunity to differentiate the brand with a logo that works harder as a symbol as opposed to being strictly word art.

**Company Access:**

For more information about KickFire, visit the current acceleratenow site at <http://www.acceleratenow.com>

**Product Demo:**

A preliminary demo of the product can be seen at <http://198.123.17.64>

Portal Name = Marketing

Login name = randall

Password = randall

**Target Audience:**

Enterprise-Level Corporations

Small- to Mid-sized Businesses

Current Focus: Marketing-related companies and departments

- Advertising Agencies
- Direct Marketing Firms
- Design Studios
- Interactive Agencies
- Promotion Firms
- Photo/Video/Film Studios
- Public Relations Agencies
- Market Researchers/Consultants
- Web Developers
- Media Buyers
- Printers
- Shipping Companies/Couriers
- Account Managers
- Product Managers
- Producers
- Photographers
- Graphic Designers
- Illustrators
- Writers
- Consultants

**KickFire Name Associations:**

The KickFire name connotes the smashing success their product helps their users achieve – brilliant campaigns, increased sales, on-time and on-budget projects, outstanding collaboration, extensive industry knowledge, etc. The “kick” portion of the name suggests an active, can-do, take-it-to-them attitude and execution. The “fire” portion represents the power of creative collaboration, a burning passion to succeed and high energy.

Kick-Butt	Accomplish	Kick it into gear	Make a big impact
Kick start	Succeed	Ignite	

**Key Words & Phrases:**

One-stop	Meeting place	Project	Enhanced Productivity
Web center	Collaboration	B2B	Tools
Single source	Portal	Maximum return	Work flow
Team	Human	Pain Reliever	Information exchange
Hub	Group	Cost-reduction	Resources
New ideas	Creative enthusiast	Passion	Accomplish

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Public Relations Agencies

Market Researchers/Consultants

Web Developers

Media Buyers

Printers

Shipping Companies/Couriers

Account Managers

Product Managers

Producers

Photographers

Graphic Designers

Illustrators

Writers

Consultants

## Competitor Logos



[www.magnifi.net](http://www.magnifi.net)



[www.ms2.com](http://www.ms2.com)



[www.2bridge.com](http://www.2bridge.com)

KickFire



[www.pixon.com](http://www.pixon.com)



[www.econvene.com](http://www.econvene.com)



[www.eroom.com](http://www.eroom.com)



[www.miradi.com](http://www.miradi.com)



[www.webex.com](http://www.webex.com)



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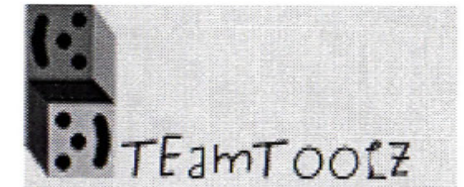
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[www.marketingcentral.com](http://www.marketingcentral.com)



[www.sprockets.com](http://www.sprockets.com)



[www.teamtoolz.com](http://www.teamtoolz.com)

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