

PROCESS

BRAND DEVELOPMENT

01/ DISCOVERY

We explore your vision using our targeted questionnaire to acquire a deep understanding of your company, objectives, target market and competition.

02/ RESEARCH

Next we conduct extensive market research which includes delving into the lifestyle and personalities of your clients and prospects, and learning all about the industry and competition. We evaluate relevant design trends, visual design concepts, typography and color palettes that will best personify your brand.

03/ DEVELOPMENT

At this stage we develop the stylistic directions that will both appeal to your target market and reflect the character of your company. This is a sophisticated process of sketching ideas, building concepts in digital vector format and fine-tuning them to perfection.

04/ PRESENTATION

The three concepts that best meet your brand and marketing goals are selected and presented to you in an experiential presentation that showcases each option and tells the story behind its development.

05/ REVISIONS

Once you select the design of your choice, we provide three rounds of minimal revisions to complete your identity. Revisions may include font or color tweaks on your selected concept.

06/ SIGN OFF

After the revisions are completed, we mail you a physical color copy of the logo for you to approve and sign off on.

07/ DELIVERABLES

You will be presented with the final artwork in various color formats and sizes for print and web, as well as a brand guide that details best practices for implementing your new logo.

