Our Journey

process review

Our Journey

Your team will have a dedicated project manager who will be the main contact person throughout the relationship. Our project manager will extend an invitation to all team members and stakeholders involved in the project to one of our client collaboration tools.

There, you will all have access to our process, our progress, our tasks, and a detailed explanations of our deliverables and deadlines in real time.

Our process is broken down to five stages and the success of our client relationships highly depends on how we execute throughout these stages.

Our Journey

Initiation

Discovery

Design & Development

Delivery & Implimentation

Offboarding

moon man studio

Our Journey

Initiation

Discovery

Design & Development

Delivery & Implimentation

Offboarding

During the Initiation phase, we spend a lot of time getting to know each other. We hold a series of kick-off meetings, (with our team and with yours), where we start plotting the course for the mission to come.

The Analysis phase is also when we will be collecting all of the materials that we'll need for the project to ensure a successful mission. By the end of the Analysis phase, you can expect to know each of the team members that will be involved with the project and be provided instruction on tracking our progress through one of our project management platforms.

moon man
studio

Our Journey

Initiation

Discovery

Design & Development

Delivery & Implimentation

Offboarding

We'll kick off the mission with a deep dive into your brand, customers, stakeholders and target audience through our custom workshop.

Then, we'll start to develop a brand strategy that includes stylescapes showcasing potential directions for your brand.

The stylescape will have a collection of design elements, colors, typography, photography and patterns that fall in line with your brand personality. Through a series of two revisions we'll be able to work with your team to accurately chart a course toward your desired destination.

Our Journey

Initiation

Discovery

Design & Development

Delivery & Implimentation

Offboarding

In this phase, we begin by proposing three distinct concepts based on the information and materials gathered in the previous steps.

Then, we will work through the revisions process by honing in on viable concepts and once we narrow down the specific voice with which the design will communicate the core values of your brand, the concepts will be submitted for review.

At this point the concepts are further refined based on your feedback until a unified solution is acheived.

moon man studio

Our Journey

Initiation

Discovery

Design & Development

Delivery & Implimentation

Offboarding

We are now prepared for ignition!

Once you've confirmed final approval, all systems are go for delivery and deployment of the project assets into the real world. Included in the handoff of these assets is a master book that will outline how to successfully proceed once our mission has concluded.

Our goal is to create scalable design systems that grow with your brand.

moon man studio

Our Journey

Initiation

Discovery

Design & Development

Delivery & Implimentation

Offboarding

In our final phase, we will provide expert guidance which includes training sessions and informative documentation for how to successfully navigate your new reality.

moon man studio