



Our Journey

process review

Our Journey

Your team will have a dedicated project manager from our team 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 6 stages and the success of our client relationships highly depends on how we execute throughout these stages.

Our Journey

Setup

Discovery

Design & Refinement

Collateral Design

Brand Guidelines

Offboarding



Our Journey

Setup

During the setup stage, we spend a lot of time getting to know each other.

Discovery

We hold various kick-off meetings, (with our team and with yours), and we start planning the relationship to get it started on the right foot.

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The setup stage is also when we will be collecting all of the materials that we'll need for the project to ensure that we're as successful as possible. By the end of the setup stage, you can expect to know all of our team members that are going to be involved in the project and be fully integrated and trained into our project management platform.



Our Journey

Setup

We'll kick off the project with a deep dive into your brand, customers, stakeholders, and as many people that have touch points with the brand.

Discovery

We'll start to develop a personality for your brand and build three potential stylescapes for you to review, before moving on to any actual design. A stylescape is a moodboard's more organized and succesful cousin.

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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 discuss a design direction intelligently.

Offboarding



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We'll start by presenting three different unique logo concepts for your brand. Each has variations for size and orientation, with application examples presented.

Discovery

Design & Refinement

We'll work through a number of revisions to finalize the logo. During this phase, we'll also start to finalize the type color palette, which we'll use across all collateral on going.

Collateral Design

Brand Guidelines

Finally, we narrow down the unique way you talk to your customers and about yourself. Establishing your messaging and tone will be especially important as we develop digital pieces like your website or social media page.

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Collateral design is the collection of media used to support and promote your brand. We will have figured out what additional print materials are most effective for your needs during our initial meetings.

We'll start with print needs, like packaging design or other marketing materials. Once print designs are approved, we can manage the print process for you.

From print pieces, we'll transition to digital pieces; more often than not, a website. If we're doing a website, we'll start by presenting wireframes before moving to design, then development, then launch.



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We'll collect all of our findings in one master book we'll provide to you at completion of the project. It will outline how to continue using your brand identity consistently and powerfully.

It will cover everything from proper use of your logo to packaging guidelines.

We'll go through the book with your team and address any questions you guys might have before your brand lives a long healthy life in the real world.



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At this time, we'll work with your team to properly plan the brand launch. We'll make any and all last minute changes prior to your launch date.

We'll schedule a final meeting a few weeks after completion, to review results.

