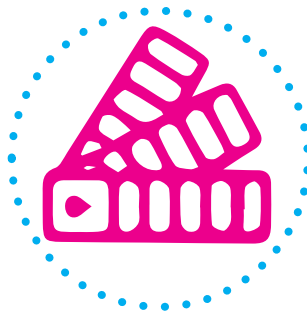
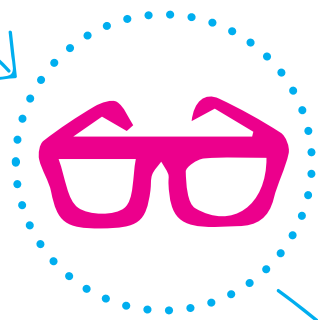


We use an online design collaboration tool called InvisionApp to collect feedback



DESIGN 2

Visual Style Board
- color palette
- typography
- iconography
- layout
Brand Identity Concepts Presentation



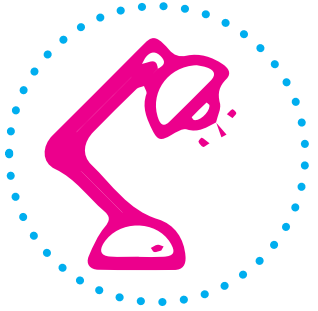
REFINE 3

Concept Revision
Presentation of Proofs
Approval

Unlimited revisions to ensure we exceed your expectations

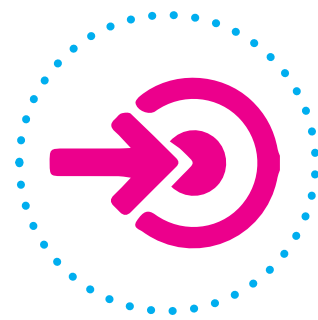
OUR BRANDING PROCESS

Our transparent process opens itself to creativity and collaboration whenever possible. We listen to all stakeholders and are informed by insights from our discovery process to design a timeless brand that you can love and will evoke the emotions that you want your community to feel.
Estimated timeline: 4-6 weeks



DEFINE 1

Logo Questionnaire
Brand Audit
Competitive Analysis
Industry Analysis
Buyer Persona
Brand Archetype (Tone & Personality)
Messaging
Brand Attributes
Positioning & Unique Value Proposition



DELIVER 4

Collateral Design
Brand Style Guide
Logo File Delivery