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## BRANDING DEVELOPMENT

With identity work, the process is approximately 4 rounds of presentations. After a kick off meeting discovering company's goals, desires, perspectives and market, we complete a creative brief for the client. Next we develop style boards, to dive into different styles / looks / moods for the brand to narrow the focus. Then we start with a varied first round of logo design exploring several different directions (anywhere from 5 - 9). After feedback, we begin to narrow those directions for round two. Then by round three, we are just finessing and tweaking slight differences to be able to land on a final. Once a final is chosen and perfected, we deliver the logo in all file formats (including anything the web developers may need), and set up needed corporate stationary, as well as a style guide to communicate proper usage. At that point, we can quote and handle printing, or pass off print files if desired.

### The next step is developing the brand throughout all communications

This includes, but is not limited to:

- \* *MARKETING NEEDS* : corporate literature, web & social networks presence, press releases, etc
- \* *ADVERTISING PIECES* : online ads (banners, e-blasts, etc), print ads, direct mail, etc
- \* *PRODUCT BRANDING* : labels, tags, packaging
- \* *POINT OF PURCHASE* : banners, posters, table/shelf cards, displays
- \* *EVENT / TRADESHOW* : booth graphics, both print and screen
- \* *INTERNAL COMMUNICATIONS* : employee & vendor