

Get Noticed.

EVERY PROJECT STARTS WITH A FREE, NO-OBLIGATION DISCOVERY CONVERSATION. NO PRESSURE, NO COMMITMENT, JUST A REAL CONVERSATION ABOUT YOUR BUSINESS AND WHERE YOU WANT IT TO GO.





The Proven Process

A step-by-step look at what it's like to work with me, from our first conversation to your brand's launch day and beyond. Great design doesn't happen by accident. It follows a path built on strategy, discovery, and crafts(wo)manship at every stage.

01 Discovery (No Obligation!)

UNDERSTANDING YOUR GOALS, AUDIENCE, COMPETITION, AND MARKET.

- **Discovery Call or Questionnaire:** We gather background on your business, audience, competition, and goals.
- **Pricing:** We review tier packages and any add-on services so you know exactly what to expect with no surprise costs.

02 Audit & Research

TAKING STOCK OF WHERE YOU ARE AND WHERE THE OPPORTUNITY LIES.

- **Brand Audit:** Review of your existing logo (if any), visuals, website, social media, messaging, and materials.
- **Competitive Analysis:** Identifying where competitors succeed and fall short, and defining your opportunities to stand apart.
- **Market Research:** Understanding your audience's preferences, pain points, and expectations.

03 Brand Strategy & Positioning

DEFINING WHAT YOUR BRAND STANDS FOR AND HOW YOU WANT TO BE PERCEIVED.

- **Brand Strategy Session:** Defining your brand's purpose.
- **Target Audience Personas:** Identifying your ideal customer types, behaviors, and motivations.
- **Brand Personality & Voice:** Determining how your brand should sound and feel.
- **Unique Value Proposition:** Clarifying what makes your brand distinct.



04 Creative Direction

SETTING THE VISUAL TONE AND MOOD FOR YOUR NEW BRAND.

- **Creative Direction & Moodboard:** A curated board of colors, typography, photography style, patterns, and textures.
- **Visual Concept Presentation:** Multiple mood options (often 2 to 3 distinct directions) for you to choose from.
- **Color Psychology & Style Justification:** A clear explanation of design choices, aligned to your strategy.

05 Logo & Identity Design

CRAFTING YOUR VISUAL FOUNDATION.

- **Logo Exploration:** Digital concepts based on the approved direction.
- **Refinement Rounds:** Refining chosen logo concept.
- **Logo Suite Development:**
 - » Primary Logo
 - » Secondary Logo
 - » Alternate Layout / Stacked Version
 - » Icon or Submark
- **Color Palette & Typography System:** Complementary colors and font pairings.

06 Collateral Design

EXPANDING YOUR BRAND INTO PRINT AND DIGITAL ASSETS.

- **Typical Deliverables:**
 - » Business Cards & Stationery
 - » Email Signatures
 - » Menus (Digital & Print)
 - » Packaging / Labels
 - » Social Media Avatar, Headers & Post Templates
 - » Signage / Environmental Graphics
 - » Merch / Apparel



07 Brand Guidelines & Asset Delivery

PROVIDING A BRAND TOOLKIT FOR CONSISTENT USE.

- **Comprehensive Brand Guidelines (PDF):** Logo usage rules, do's & don'ts, color codes, and typography.
- **File Delivery:** Organized folders with logo variations in all formats (AI, EPS, PNG, JPG, PDF, SVG).
- **Brand Asset Library:** Patterns, textures, icons, photos, and templates (as applicable).

08 Launch & Ongoing Support

HELPING YOU ROLL OUT AND MANAGE YOUR NEW IDENTITY AND ASSETS.

- **Internal Launch Materials:**
 - » Announcement email templates
 - » Team onboarding materials
- **External Launch Plan:**
 - » Countdown posts & teaser graphics
 - » Press release or blog announcement
- **Launch-Day Support:** Ensuring visual and messaging consistency across every platform.

OPTIONAL ADD-ON TIER:

Post-Launch Support & Brand Management

For clients who want to keep their brand cohesive and evolving after launch: ongoing retainer services including social content design, marketing collateral updates, and seasonal campaigns, plus template library expansion as your brand grows.

Ready to build something unforgettable?

Every project starts with a free, no-obligation discovery conversation. No pressure, no commitment, just a real conversation about your business and where you want it to go.

Recent Branding Projects:

Each client gets a personalized approach to building a brand that feels authentic and stands out from the crowd.

