

OUR PROCESS

BRANDING PROCESS

With over 15 years of experience, we've developed a thoughtful and adaptable approach to guiding clients through complex brand identity and digital brand vision engagements. While every project has unique goals and challenges, our process creates clarity at every stage, from onboarding through delivery. Our efforts are always rooted in honest communication and trust and brought to life through a meticulous dedication to craft.

What you get with us:

- **Personalized attention and collaboration**
- **Top-tier experienced talent**
- **Objective fresh perspectives**

01

ONBOARDING

02

IMMERSION

03

ALIGNMENT

04

POSITIONING

05

EXPLORATION

06

IDENTITY DESIGN

07

DIGITAL VISION

08

REFINEMENT
& EXECUTION

09

DELIVERY

10

EVOLUTION

01

ONBOARDING

Once we've aligned on your project's goals and opportunities and confirmed we're a good fit, the onboarding process begins. We'll create a detailed scope and timeline, sign the contract, and hold a formal kickoff meeting to get things rolling.

02

IMMERSION

We'll gather info and facilitate a series of exercises to collaboratively pinpointing your essence and brand idea. Then, we'll validate it through competitive and audience research, a brand audit, and stakeholder interviews.

03

ALIGNMENT

We synthesize our findings into a design brief that outlines our strategic vision and how we'll develop your brand idea. This document will serve as the foundational criteria for evaluating all forthcoming work.

04

POSITIONING

Rooted in your brand's idea and essence, we'll define and articulate core elements like your mission, vision, values, and key benefits. We'll also craft a distinct personality, tone of voice, and key messaging to give your brand a strong strategic foundation built for growth.

05

EXPLORATION

We'll curate potential visual directions in pursuit of an essence that feels both ownable and breakthrough. Moodboards will guide our conversation, helping us to gut-check the brief and identify what resonates, shaping the creative path forward.

06

IDENTITY DESIGN

Armed with strategic intent, we'll move into design development. Starting with the logo, we'll collaboratively explore concepts and design brand marks and logotypes that reflect your vision. From there, we'll develop cohesive brand directions and showcase them across core applications.

07

DIGITAL VISION

Once you've selected a direction and shared feedback, we'll work in sprints to craft key web pages that blend voice, visuals, motion, and utility into an adaptive and extensible system. Then, we'll extend our digital brand expression to social channels, digital advertising, and more.

08

REFINEMENT & EXECUTION

A standard branding engagement includes two rounds of revisions to keep feedback clear and focused. After final approval, we'll build out all remaining in-scope deliverables, versions, and custom assets. If additional revisions are necessary, we'll charge an overage fee.

09

DELIVERY

With your new visual identity dialed in, we'll craft and deliver an articulate and detailed set of brand guidelines along with all final assets needed to launch your brand with confidence. If a digital vision is in scope, we'll also build out your design system and component library directly in Figma.

10

EVOLUTION

Fresh branding needs care. Whether you're launching a new or refreshed identity or you're ready to take your digital vision into detailed design and build, we can continue to help move your brand forward with our add-on services, including Launch Support and Web Design & Design System.

THANK YOU

Think we'd be a good fit?
Let's get started.

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