

BRAND STYLING PROCESS

How it all works

NO1 DETAILED QUESTIONNAIRE

Let's start with some questions to help refine your brand.

NO2 MOODBOARD

I'll get my creative juices flowing by doing research and then gathering a mood board (a specially crafted collage of pictures) alongside 3 colour palettes to choose 1 from.

NO3 DESIGNING STARTS

After you have approved the moodboard and colour palette, I'll start designing logo options in black and white. 3 rounds of revisions.

NO4 REFINING, REFINING

When you have chosen the favourite logo option, we keep refining and adding possible colours too. 3 revisions. Also, 2nd logo, favicon, patterns, fonts etc. will be designed at this point. All will be presented to you in a Brand Styling Board.

NO5 YEY, TIME TO SCREAM

Once you have proved all the final designs, I will send you all of the files via Dropbox. Time to Celebrate!