

# Who is your target audience?

# Where do you want to position your product/business?

# How do people perceive your business personality?

Only once you know the answers to these questions should you be looking at a visual identity for your company.

Without outlining this you risk not connecting with your target customers.

We'll dive into these questions with you, producing visual solutions with your input at the heart of it.



## Lets begin...



# Discovery Phase

To start we need to establish your goals for your new visual identity. This could be targeting new customers, a new demographic or simply more representative of your core values. What is your 'why'?

Its also the time to outline any concerns you have for the process, be it budget or timescales, as well as highlighting the deliverables you require.



# Brand Strategy

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It's important to create a brand that works for you, and more importantly, your customers. To do this we need to create a personalised brief, based on your business backstory, lifestyle and competitors.

We'll also create customer personas that will be used as a benchmark for progress.





# Visual Direction

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Once we have the brief we can begin creating. We'll start with establishing the visual direction by producing a variety of moodboards. These will delve into fonts, colours and imagery.



# Logo Design

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Your logo is usually the first impression someone make of your business, and as such should be legible, scaleable, reflect your business and be memorable.

We'll use everything we've accumulated so far to create the right logo for you.



# Deliverables

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With your visual identity in place its time for application! We provide a one stop print service that covers small format (stationery, leaflets, stickers), wide format (signage, exhibition, vehicle graphics) and workwear.

We can also provide you with the necessary files, formats & guidelines for the creation of websites and use on your social media.











**With over 10 years experience  
in application of branding,  
let us create the right  
brand for you**



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