

WHAT TO EXPECT BRAND PROJECTS

1 Getting Started

When you accept a project proposal, we'll create a project timeline, sign a contract, and schedule a Brand Discovery.

2 Brand Discovery

Our Brand Discovery is all about listening and learning. The design and development process is a new experience for most of our clients, so we'll send you a few questions to get you thinking about your vision, strategy, and inspiration, which we'll then talk through in our conversation.

3 Research

After our Discovery conversation, our team will begin to analyze your current brand and take a deep dive into understanding your field and where you fit into it.

4 Brand Brainstorm and Development

We will define a few brand concepts for our designers to develop. Think of these like rough drafts. We aim for 3-5 clear, creative, and trust-centric brand concepts and logos. With an emphasis on implementation, our team will think through the adaptability of each concept. Our goal is a brand that can grow with you.

5 Brand Reveal

We'll share multiple complete concepts to help your brand reach your goals and live out its vision. During the Brand Reveal, we will walk your team through these concepts, and you get to choose a direction for your brand. It's time to celebrate! (After this meeting, we can revise the brand a bit if needed, but we tend to avoid extensive changes as we move forward, instead focusing our energy on implementation.)

6 Implementation Brainstorm

Because consistent implementation increases your return on investment more than endless brand revisions, at this point, we'll shift our focus to living out your brand. We will think through creative ways to implement, whether this looks like refreshing a physical space to align with your vision, creating marketing materials, writing customer communication, photographing your products and team, designing new resources, or something else entirely. Whatever it is, we will develop a holistic brand experience with you.

7 Implementation

Everything we do is individualized for each client. Now, we get to put your brand into action through things like content creation, social media graphics, marketing tools, collateral, and swag. This is the most exciting step for everyone because we get to see your brand come to life.

8 Ongoing Support & Coaching

While we would love to be your forever creative team, ultimately, we want to empower your team to live out your brand independently. We want to provide you with the tools and training to keep developing your brand on your own. That being said, we do offer ongoing monthly retainer support and coaching. Think of it as brand maintenance. We hope to help you maintain brand momentum through a little extra support with continued strategy, design, content, engagement, website development, and coaching—whatever is most helpful; we are here for you!

AMENABLE