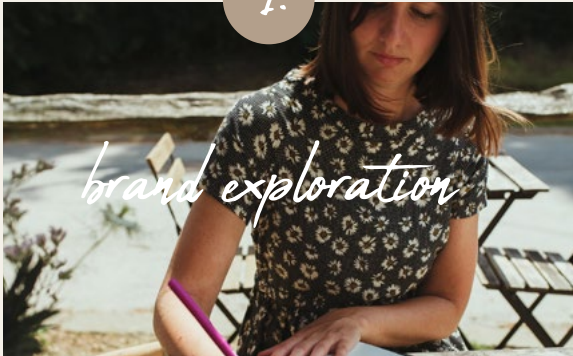


# THE GUIDE TO *crafting your brand*

I've created a 4-step intuitive and organic branding process in which I craft an authentic, unique and individual brand that truly reflects who you are as a business and what makes you different.

1.



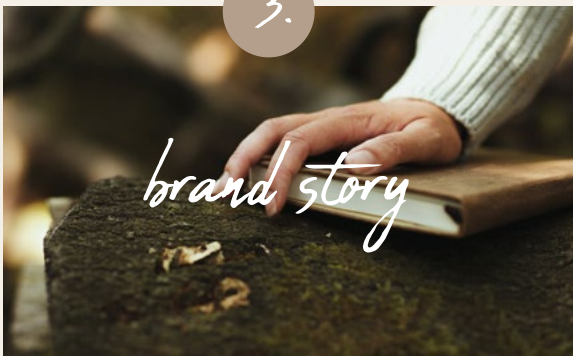
An in-depth and collaborative brand exploration session using my WHO, WHAT, WHY, WOW prompts. We will explore your values, your beliefs, your competitors, your dream clients and your 'WOW'. From this strategy I will outline how you will connect with your clients through a unique brand proposition and visual identity.

2.



A striking brand visual identity will be created from the insight gained in our brand exploration session. I will explore several visual routes through the creation of moodboards. Your favourite creative route will then be visualised in a variety of unique and carefully crafted logo designs.

3.



Your authentic brand identity will be formed into a brand book telling your brand's visual story through considered choice of fonts, colours, photography style, marketing collateral, social media style and any bespoke illustrations. Your brand book will inform all the visuals for your business and you can refer to this to make sure everything is consistently on-brand and beautiful.

4.



Your unique brand identity will be brought to life through any creative visual materials you need to promote your business (this includes bespoke signage, social posts, menu design, website design, advertising campaigns, packaging design marketing collateral etc).

# PROJECT TIMELINE

## *crafting your brand*

### WEEK 1

- Initial meeting to chat about all requirements
- Branding questionnaire and Pinterest task sent over for you to fill in

### WEEK 2

- Moodboards for brand identity presented and you will choose a route you feel fits with your brand to progress further to the logo design stage
- Visual brand identity explored and created

### WEEK 3

- Various branding routes presented
- Chosen branding route explored further
- Brand book created including your values, fonts, colours, illustrations and brand stylings

### WEEK 4

- Marketing collateral created for your business based on your new brand identity. Branding packages can include whatever you need and you can pick and choose from a range of collateral including...
- Business cards, stationary, social media styled posts, bespoke illustrations, menus, packaging, signage, website design, publishing design

### WEEK 5-8

- Website build to start
- Website created
- 30 days FREE post-design support for any tweaks and advice.



I've written a couple of blog articles about the importance of branding and why we need to go beyond just a logo. You can have a read by clicking the links on the right:

[WHY YOUR BUSINESS NEEDS MORE THAN JUST A LOGO](#)

[WHAT'S THE DIFFERENCE BETWEEN A LOGO AND A BRAND IDENTITY?](#)