

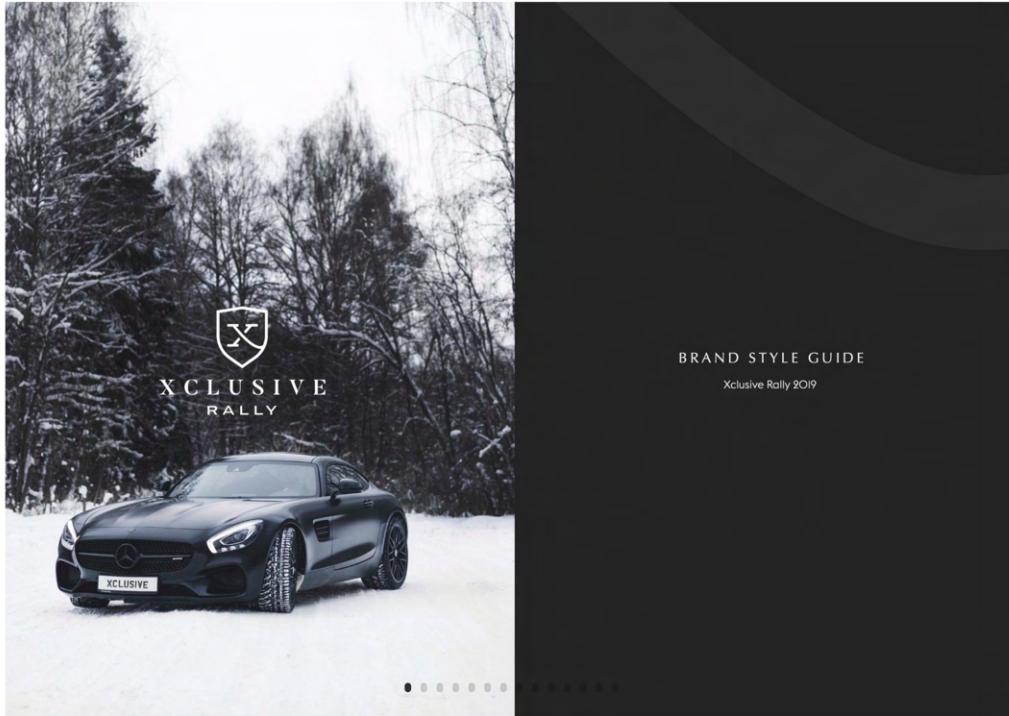


# 3.

*Branding*

## CONCEPT CREATION

Working from our talks with you, the brief and discovery stages; we start to tie together a feeling or a style of how we feel you should be portrayed! We submit ideas to you in stages, gather feedback and go down different avenues based on your ideas. We often start with a logo as this captures an image, style or feeling we can both understand and work from here!



# 4.

*Branding*

## FEEDBACK & DELIVERY

We tie together a collection of elements which would be carried throughout the brand. Depending on your brand these elements could include:

- A logo
- Typography
- Colour palette
- Printed materials (stationary – vehicle wraps)
- Suitable photography (e.g consistent in style)
- Illustrations or infographics
- Video / Motion Graphics
- Landing page (usually for start ups)
- Tone of voice (for copy)

All elements will compliment each other and successfully be recognisable as the same brand. You'll now have a visual identity! Brand guidelines are created for you to refer to after the project is signed off.