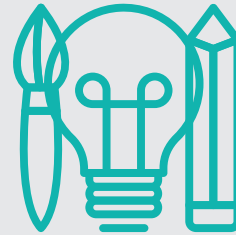


BRAND DEVELOPMENT WHAT TO EXPECT



01 GETTING TO KNOW YOU

Before we get started, we have you fill out our Branding Worksheet, and send us any and all inspiration for your branding (this can be color palettes, photos, logos, objects, etc).



02 LOGO CREATION

We will develop 8-10 original designs for first round proof. We will then send you an online proof for review. **Timeline: 1-2 weeks.**



03 HONING IN

From the original designs, you choose your 2-3 favorites. Then, we will develop versions of those or make changes requested. **Timeline: 1 week.**



04 FINAL APPROVAL

Of these new options, you choose the one you love! We will make any changes requested and finalize colors and layouts.



05 FILE PREPARATION

Upon final approval, we will create all file types needed and a Brand Specs Sheet for your reference. We will share all final files with you to use for the life of your business. **Timeline: 3-5 days.**



06 LOOKING TO THE FUTURE

If you are creating a Brand Book with us, we will develop your Brand Voice and other details needed to include in that publication.