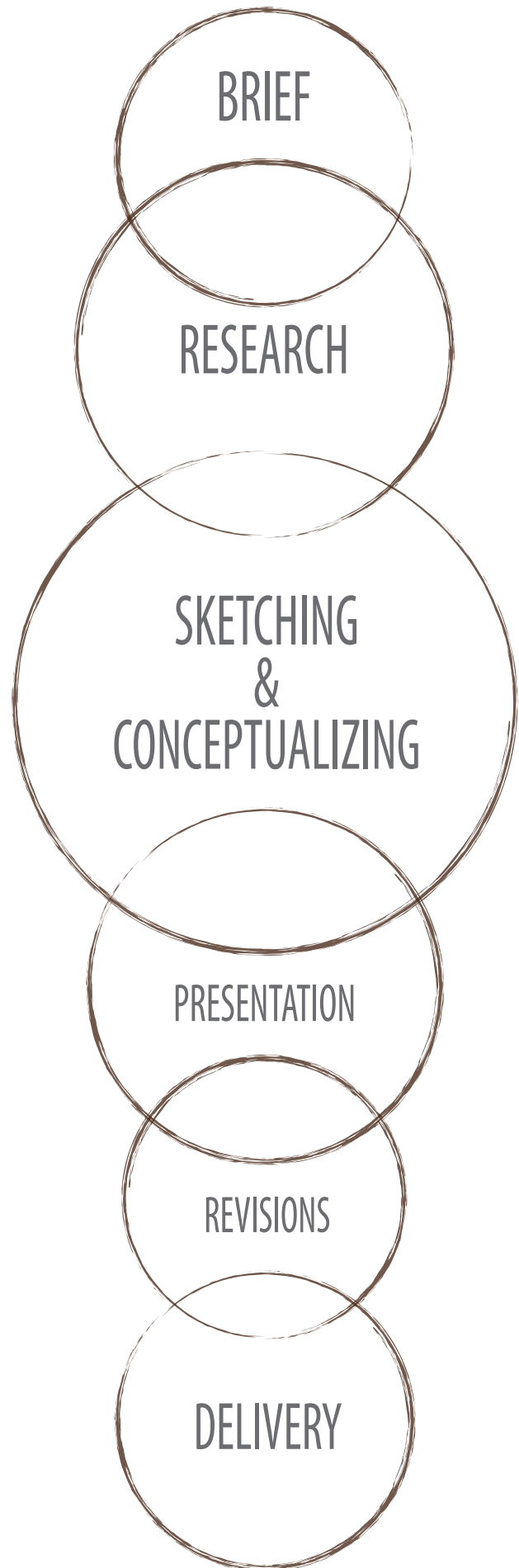


# THE BRAND IDENTITY PROCESS



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## BRIEF

Fill out the Brand Creative Brief and initial meeting.

## RESEARCH

We conduct more research on your company's rivals, your location, demographics and your input based on our meetings and your answers from the Brand Creative Brief. We also conduct research on successful logos and current styles and trends that are related to the Brief.

## SKETCHING & CONCEPTUALIZING

Our designers develop the logo and design concepts around the brief and our research.

## PRESENTATION & REVISIONS

We have a presentation meeting with you and present our collection of logos. We take feedback and repeat until the logo is complete.

## DELIVERY

This is our favorite part (and I'm sure for you) of The Brand Identity Process. We deliver you the final logo!