

**KALL
EN
BACH**
CREATIVE

**Branding
Process**

My branding process is simple.

Discover.

Define.

Design.

Deliver.

Discover: To start, let's setup a meeting to go over your business. I want to know your process just as much as I want you to know mine. What values or emotions are you hoping to portray? What brands do you consider competition? What brands do you admire? How adventurous do you want to get? This is our chance to level-set on where you are and where you want to be.

During this step, I go through a Branding Exercise. This includes a few word exercises to help nail down your copy and tone guidelines as well as a design exercise. For the design exercise, I ask my clients to get on Pinterest and create a board of logos, designs, branding, websites, interior spaces, etc—anything that speaks to you. There are so many directions to go when we begin branding, and seeing what you are drawn to will help guide my designs. This leads to quicker turnarounds and lower costs.

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Define: After I know more about your brand, your visual style, and how you like to work, I move into the “define” phase. This is where I put together a few design directions (based on your Pinterest boards) and talk through them with you. While everything you pin to your Pinterest board is very much your style, there are often at least two distinct styles within your overall aesthetic. I will define these styles and talk us through which one makes the most sense for your business.

It’s a rare trait among designers, but I love structure and timelines. Sticking to the timeline is important to me and I will setup all Zoom meetings and keep you updated on hours and next steps. The more we check in throughout the process, the better the end product will be. The last thing I want to do is show up on the deadline with a logo you’ve never seen before. This should feel like a very collaborative process from start to finish.

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Design: Now that the background work is done, and we're aligned on your brand's persona and a design direction, I'll begin to design the logo.

For this project I will provide three logo options and I like to have them as close to final as possible for you to really see how the logo will start to live. Seeing these marks in full color, and including any secondary marks and applications, will allow you to see them for their full potential.

From here, you can either share feedback on the call, or sit with the work and discuss as a group before sharing edits. For this project, you will receive two round of revisions on one logo option.

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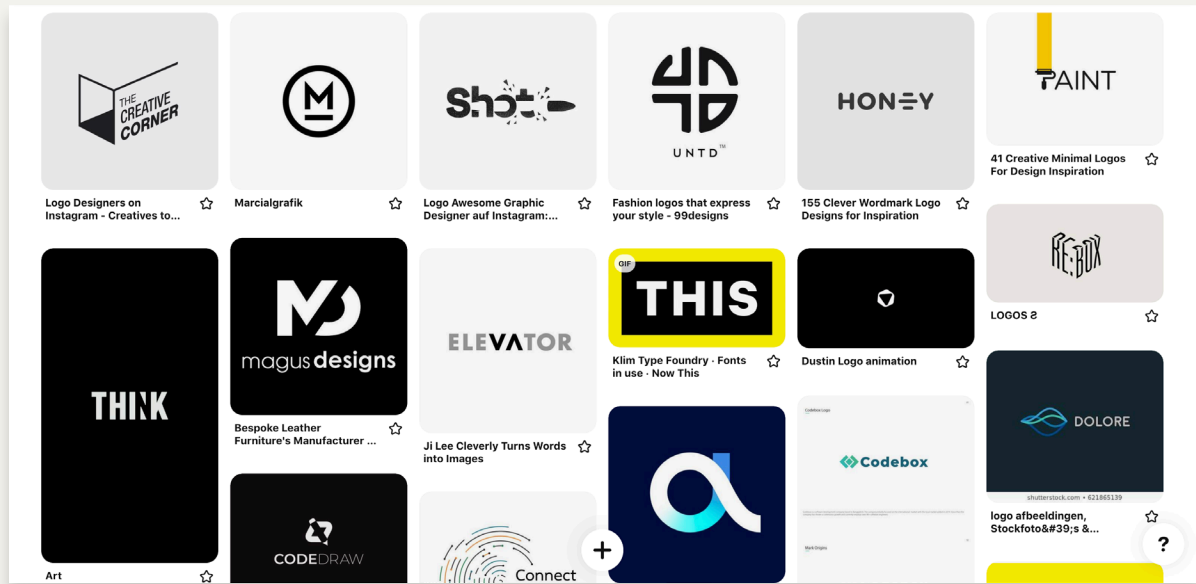
Deliver: So you loved the logo options. You picked one. Everyone is happy. Now what?

I will send you a Dropbox link with everything your logo includes. That means black, white, and full color marks for primary and secondary logos in applications for print and web. I also include any fonts, costs associated with fonts, illustrations, or working files if applicable. After you have all of your logos, I will begin putting together a Brand Guidelines Digital Booklet. This will help you ensure brand consistency internally and with outside vendors.

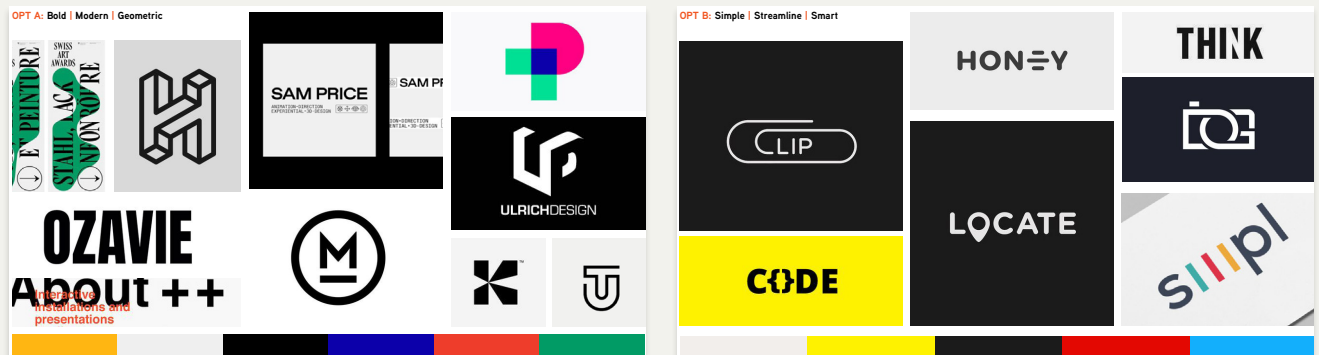
Once we end one project, I'm ready to move on to the next. The more work we create together, the easier it is for me to estimate timelines and create cohesive designs for your brand.

Process Applied.

Discover: This is the Pinterest board my client created as we started branding work for his web development firm.



Define: From there, I created two distinct design directions that allowed him to define his style even further.



Design: He identified his style as simple, streamline, and smart. After a few weeks, I was able to show him 3 designs in full color with secondary marks and mockup applications.



Opt A



Opt B



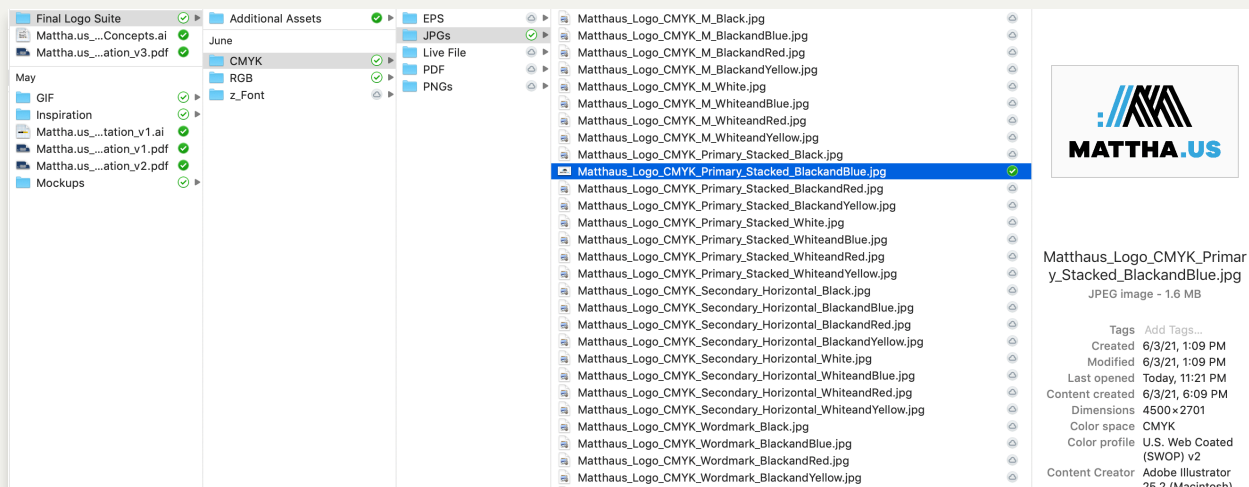
Opt C



Design: This client had minimal changes and was able to choose a logo right away. Of course, this isn't always the case, and I put hours of revisions into the estimate because it truly is just part of the process.



Deliver: This screenshot shows you how I like to organize and deliver final files. Of course, if your team has a different system for sending and receiving files, I can adjust.



Let's
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