

Branding Services Guide



Brand Strategy Consulting

- Analysis of Business Design & Target Market
- Analysis of Brand Stakeholder Ecosystem
- Definition of Brand Positioning, Tone & Voice
- Competition Analysis & Differentiation Proposition

Brand Identity

- Brand Identity Concept Creation
- Brand Identity Design and Visual Philosophy
- Brand Type & Color
- Brand Applications & Brand Architecture
- UX/UI Design & Brand Digital Language

Collateral Output

- Brand Positioning & Strategy Guidelines
- Toolkit of Brand Identity Collateral
- Toolkit of Brand Strategy Applications & Campaigns
- UX/UI Design & Developer Readiness

Disclaimer: Every project is unique, so your input is of utmost importance. All the service specifications can be detailed, negotiated, cut or added to based on to your project's specific needs. A final document featuring the services contracted will be issued before the start of a project.