



# BRAND DEVELOPMENT PROCESS

## WHAT IS A BRAND?

A brand is a promise. It's the Unique Selling Proposition (USP) that you offer which sets you apart from your competitors. Use this to help inform and sell your clients looking for help building (or rebuilding) their brands.

Brand Development	Deliverables	Timeline
<p><b>Brand Workshop &amp; Theory</b></p> <p>Studio facilitates a 3-5 hour interactive workshop with you and key client stakeholders that is expertly designed to:</p> <ul style="list-style-type: none"><li>• Quickly extract the team's assessment of the brand.</li><li>• Identify varying opinions among the team in a supportive and collaborative environment.</li><li>• Determine potential paths for the brand.</li></ul> <p>Studio uses the information from the workshop to build a "Brand House" (keywords, pillars, brand promise, etc.) that informs brand identity elements.</p>	<p>3 - 5 Hour Brand Workshop</p>	<p>3 - 4 Weeks Scheduled at client's convenience with 5 business days notice. We recommend waiting for insights before workshop session, however this can be done congruently.</p>
<p><b>Brand Discovery</b></p> <ul style="list-style-type: none"><li>• Studio builds 2-3 paths for the brand, represented through tangible, 3D "Mood (Vision) Boards." These help visualize color palettes, tone, and other creative elements. Paths are based on solid Brand Theory, but each are different enough to help us determine stylistic direction.</li><li>• Studio presents the Brand House and the Mood Boards.</li><li>• Client selects the path, and Studio refines (includes 2 rounds of revisions).</li></ul>	<p>Brand Theory/House</p> <p>Mood ("Vision") Boards</p> <p>Logo and Tagline variations</p>	<p>2 - 3 Weeks post Brand Workshop</p>
<p><b>Brand Identity</b></p> <p>Studio produces a "bible" of brand elements and usage guidelines that define the brand's persona and become the standard for all communications materials. This includes but is not limited to:</p> <ul style="list-style-type: none"><li>• Vision/mission/values statement.</li><li>• Brand promise/personality/positioning/identity/architecture.</li><li>• Brand hierarchy to define structure of brand and sub-brands.</li><li>• Logo(s): Includes any established logos, if applicable and/or variations, if required: positive, reverse, full color, black and white, and different orientations, as well as correct usage.</li><li>• Iconography: Specific symbols and icons to simplify brand messaging.</li><li>• Color &amp; Typography specifications – color palette and fonts that best support and communicate the brand's personality.</li></ul>	<p>Brand Guidelines</p>	<p>3 - 4 Weeks after the Mood Board path is selected</p>
<p><b>Investment Range (per brand)</b></p> <p><b>\$12-15,000</b></p>		