



BRANDING PROCESS

It's not easy for a business owner to look within and come up with a brand identity. That's where the extensive research, auditing, brainstorming, design work, etc. is needed. We work closely with business owners to ask the right questions. Then coming up with a brand strategy that will give your business a base to promote & market.

STEPS

LEADS

Establish a warm/hot lead. Guide the client to www.kessellgraphics.com/questions to fill out form. Which gets them thinking about what their company feels & looks like.

QUESTIONNAIRE

A list of questions that will educate and guide us to producing the best product for the client and/or business.

MEET & GREET

Before we send a proposal with cost estimates, we need to set-up a meet & greet. Whether its a phone conversation or a quick face to face meeting to start building the relationship.

CONTRACT & PROPOSAL

This crucial step will solidify the clients decision to start the production of their branding project. Proposal will include; cost breakdown, goal, timeline, etc.

BRAINSTORMING

If possible, we will sit with the client to create a roadmap. Come up with descriptive keywords, get an idea of target market and demographics. Look at competitors & more.

DESIGN

We will create the digital collaterals that support the brand; logo, color palette, typography, stationary, web graphics & more.

DRAFTS

The design process is broken-up by 3 phases. Each one getting closer to the final design. Each phases will need approval by the client to proceed.

RUN THROUGH

This will be a group effort in search of any last minute tweaks. We will spend some quality time and meet to discuss the final product.

PRESENTATION

Not in the clear yet! This extremely important step will help the client see the full potential of their brand. Presentation will need a recorded copy of the entire design process.

BRANDING QUESTIONNAIRE

Below is a sample of the web design questionnaire for a potential client.

1. What is the purpose of branding your company? What problem needs to be solved? What will happen if this problem does not get solved?

2. Top 5 brands that you like or love and what you admire about them. These can be any brands:

3. Your Top 3-5 Values:

4. What is your mission? In other words what do you want to do with your values?

5. Your vision / mission for your business

6. Where do you see your business in 1 year, 5 years, 10 years?

7. Describe the nature of your service—in one sentence.

8. Who are your primary clients or consumers?

9. Who are your main competitors and how do you separate yourself from them? If possible, include the URLs of their web site.

10. How do your clients or consumers perceive your company?

11. How would you like clients, consumers and prospects to perceive your company when they see your logo mark and other marketing materials?

12. What's your deadline?

13. If everything goes ideally perfect. What does success look like? Financially? Goals?

14. What would you consider failure?

15. What major road blocks would you see interfering with your goal?

16. Why did you choose Kessell Graphics?

17. How would you make your decision to move forward?
