



**TDS Graphics**  
thinking made visible

# VISUAL IDENTITY DESIGN PROCESS

---



# CONTENT

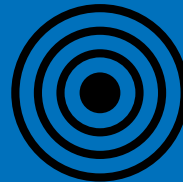
---

Disclaimer .....	2
Defining The Brand .....	3
Intake Phase .....	4
Brand Story .....	5
Brand Guide .....	6
Design Phase .....	7
Visuals Phase .....	8
Extras .....	9



## DISCLAIMER

All information provided in this document shall be treated as confidential. All confidential information provided by a party hereto shall be used by any other parties hereto solely for the purposes of rendering services pursuant to this Agreement and, except as may be required in carrying out the terms of this Agreement, shall not be disclosed to any third party without the prior consent of such providing party. The foregoing shall not be applicable to any information that is publicly available when provided or which thereafter becomes publicly available other than in contravention of this which is required to be disclosed by any regulatory authority in the lawful and appropriate exercise of its jurisdiction over a party, any auditor of the parties hereto, by judicial or administrative process or otherwise by applicable law or regulation





***BRANDING IS NOT WHAT YOU SAY IT IS; IT'S WHAT THEY SAY IT IS.***

~ Marty Neumeier

### **WHAT IS A BRAND?**

It is the EMOTIONAL response from the customer. Their 'gut' feeling. It is not a single thing. It is everything a business has to offer.

### **WHAT IS A LOGO?**

It is a 'mark' or 'icon' that identifies the business brand in the simplest form possible. It should convey the brand beliefs, emotions and values to consumers in just a small graphic.

### **WHAT IS A BRAND IDENTITY?**

It is the tangible and visual elements of the brand. It includes things like : stationery and collateral, apparel and promotional items, product and packaging, signage, brochures, websites, audio and video materials and more.

### **REASONS WHY YOU MAY CONSIDER RE-BRANDING OR BRANDING**

- to create brand awareness
- to increase market sales
- to increase sales revenue
- to reach potential customers
- a start-up
- to have online presence



# STEP #1

## COMPANY BRIEFING

A brief description about the company and what the company does, mentioning their services or/and products. A brief history about the company or/and the founder.

Brand attributes or 6 abstract words that are used to describe the brand, for examples: bold, unique, ambitious, dynamic, friendly, affordable etc.

# ***INTAKE PHASE***

## COMMON QUESTIONS

- A brief history about the company?
- What is the mission and values?
- Whos is the competitor?
- Achievements and partnerships?



# STEP #2

# BRAND STORY

## HOW WE DEFINE A BRAND STORY

A brand story gives meaning to a brand and defines what it is and what it does. Brand stories that offer a background to products being sold are therefore an effective way of engaging with customers

These stories can be highly personal, exploring the lifestyle of the individual maker; they can be also be fun, educational or even challenging. It is important to determine the right tone of voice for the target audience

## COMMON QUESTIONS

- Who is the ideal customer?
- What are their demographics, habits, and goals?
- When and how will they be using your product?
- What the company does and how?
- How long has the company been in business?
- Who started the company and why?



# STEP #3

# **BRAND GUIDE**

## **WRITING A BRAND GUIDE**

This step focuses on solving primary and secondary problems. Finding out what will work and what will not work during the design process while doing the conceptualization.

Finding what the goal of the company by using all the information gathered from the previous steps.

## **COMMON QUESTIONS**

- Who is your ideal customer?
- What are their demographics, habits, and goals?
- When and how will they be using your product?



# STEP #4

## ***DESIGN PHASE***

### **DESIGNING THE LOOK AND FEEL**

This is the most interesting part for the most clients.  
In this step we create and design the following :

### **DELIVERABLES**

- logo suite
- brand mark
- brand pattern
- naming
- messaging
- colors
- brand guidelines
- brand applications
- mockups





# STEP #5

## IDENTITY DESIGN PRESENTATION

The final design solution presentation including all the brand aesthetics and brand guides that will be used throughout the process of branding.

# ***VISUALS PHASE***

## COMMON QUESTIONS

- Who is your ideal customer?
- What are their demographics, habits, and goals?
- When and how will they be using your product?



## EXTRAS

### **WHAT IS A DESIGN BRIEF?**

A design brief is a document that defines the core details of an upcoming design project, including its goals, scope, and strategy. It needs to define what the client and a designer, need to do, and within what constraints.

In many ways, it works like a roadmap or a blueprint, informing design decisions and guiding the overall workflow of the design project, from conception to completion. Most importantly, a well-crafted brief should help both parties to make sure that there is full agreement among the stakeholders on project deliverables, budget, and schedule.

### **OTHER RELEVANT INFORMATION**

Depending on the project, you may need to include additional details in the design brief. For example:

- Who are the main competitors?
- Are there any "do not's"? Any features or creative directions you want to reject upfront?
- Who will do the final approval? Who will have the power to approve or reject your work at the end of the project?