

Branding.

Elevating your identity

Jask

jaskcreative.co.uk

The Process, Step by Step

01

Let's talk

02

Proposal

03

Discovery

04

Moodboards

05

Creative

06

Testing

07

Presentation

08

Refinement

09

Delivery

10

Activation

Step 1.

It all starts with a conversation





Let's talk.

Before we dive into your project, we like to take some time to get to know you, to understand your goals, and to make sure we can bring value.

This is your chance to share your vision, while we listen and learn.

Here are a few things we might chat about:

1. What your business does and what makes it special
2. Your audience and what they care about
3. Why now is the right time to focus on your brand
4. Your common brand touchpoints & pain points
5. The extent and depth of the work needed



Step 2.

Shaping your vision





Your proposal.

This is where things start to take shape. Having built a clear understanding of your needs, we will define a detailed project scope, budget and timeline.

Once everything feels right, we'll finalise the details, sign off, and get the project underway.



Step 3.

Getting to the heart of your brand





Brand discovery.

Your project begins with a brand workshop. By engaging with key stakeholders, we uncover your brand's essence, goals, and vision for success. This insight helps us to help formulate the brand strategy.

We compile trends research and competitor analysis to help drive this discussion.

We'll explore questions like:

1. Your company's heritage, products and services
2. What's the vision for the next 2 to 5 years?
3. Target markets & who needs to connect with your brand?
4. What sets you apart from your competitors?
5. What emotions should your new identity convey?
6. Brand positioning / How do we stand out from the crowd?



Step 4.

Early ideas start to take shape





Moodboards.

Before diving into the creative work, we like to take time to align on the look and feel. Based on insight from our research phase, we curate a mix of visual and conceptual inspiration to discuss.

We'll explore what feels right for your brand personality and use the approved mood board as a reference point throughout the creative process.

[Click here](#) to see a few recent examples.



Step 5.

Getting creative





Brand worlds.

With the chosen moodboard selected and a clear direction set, our creative work gets underway.

Here our designers explore different conceptual routes, building visual brand worlds to demonstrate how alternative identities could be brought to life across both static and motion design.

[Click here](#) to see a few recent examples.

Step 6.

Exploring real world applications





Testing flexibility. ↙

Before presenting our branding concepts we put them to the test. By designing sample executions, we ensure every element - logo, colours, typography and wider branding assets work seamlessly in real-world applications.

Examples of brand applications could include:

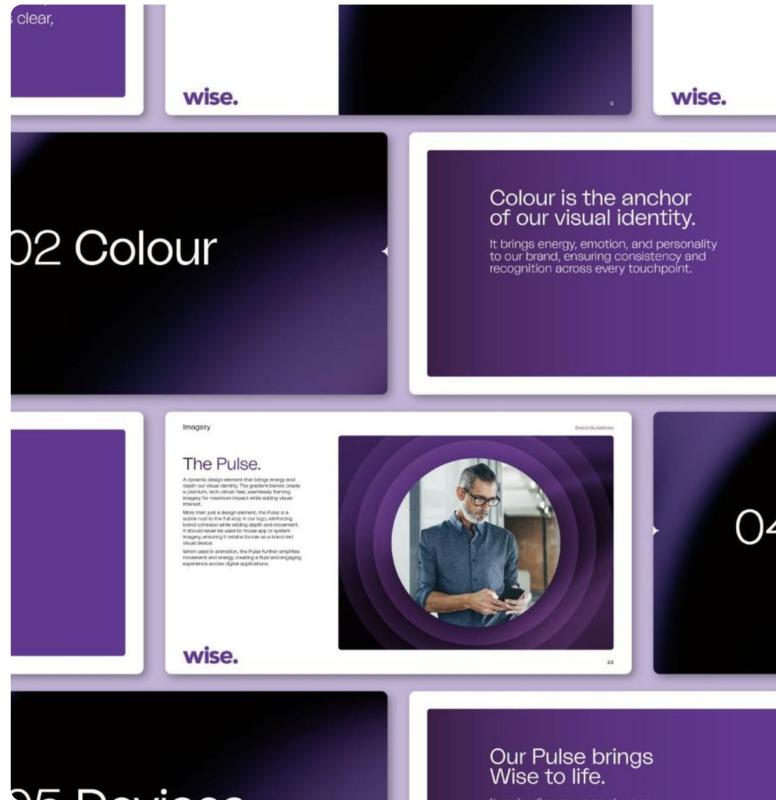
1. Social posts
2. Out of homes
3. Digital advertising
4. Printed collateral
5. Brand merchandise



Step 7.

Showcasing the brand worlds





Presenting our work.

Each brand world starts with the logic behind it, before exploring the logo, brand assets and sample applications, giving you a full picture of each concept.

We aim to share these with all key stakeholders at once to gather initial thoughts and gut reactions.

What to expect:

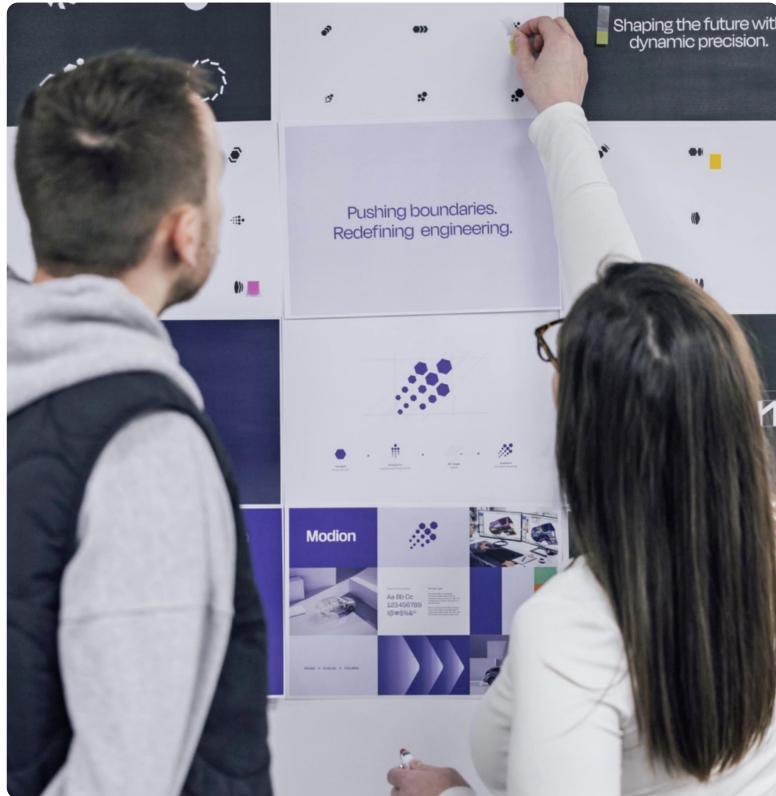
A typical project usually includes 2–3 carefully crafted identities. Instead of focusing on quantity, we prioritise depth, ensuring each option is thoughtfully considered to meet your needs.



Step 8.

Polishing the details





Refining. ↵

Once you've reviewed our initial designs, we'll refine them in line with your feedback, before sharing updated artwork for final comments and edits to perfect things.

When gathering feedback, here are a few tips to keep in mind:

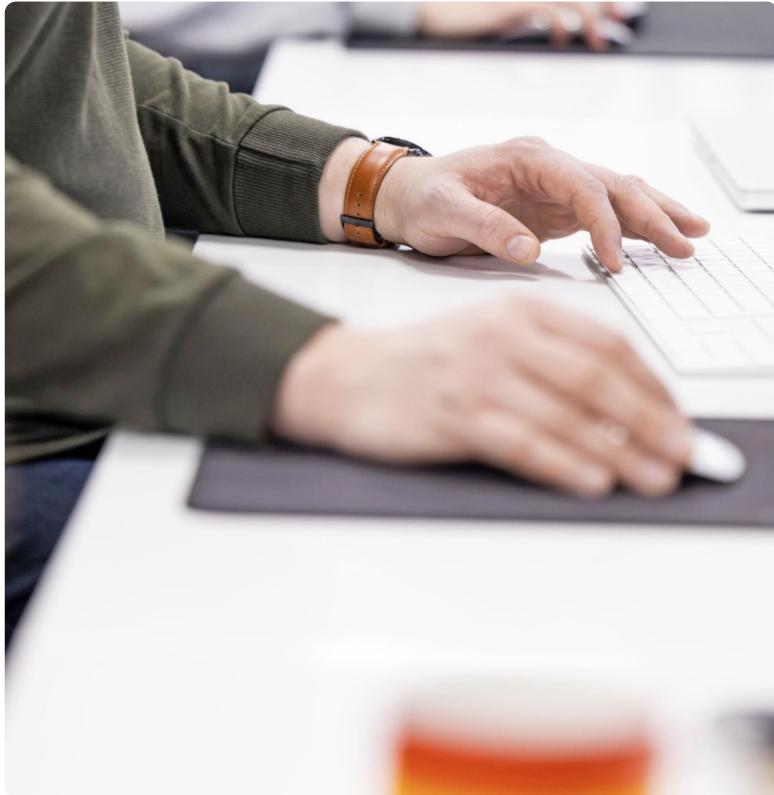
1. Sleep on it: See how it feels over time
2. Know your audience: The best choice might not always align with your personal preference
3. Involve stakeholders: Ensure all key decision-makers share their input before revisions begin



Step 9.

Delivering your brand toolkit





Brand delivery. ←

Once your brand is approved, we'll provide everything you need to bring it to life.

Here's what you can expect to receive:

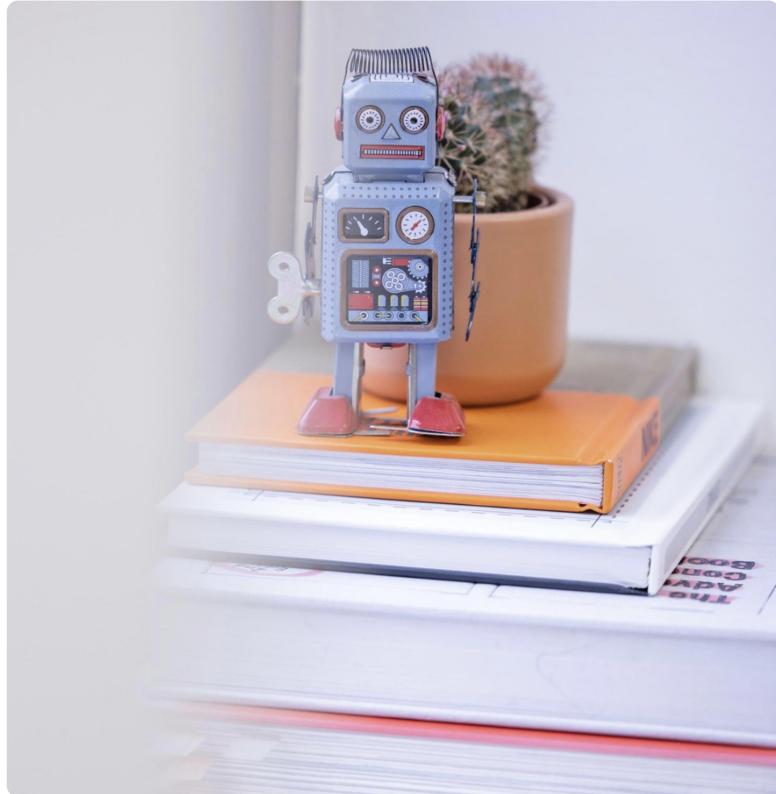
1. Logos in all the file formats you'll need
2. Visual identity elements, including colour palettes, brand devices and any imagery used
3. Links to purchase brand typefaces
4. A detailed brand guidelines document
5. A brand launch video



Step 10.

Bringing your brand to life





Brand activation.



Whether it's creating fresh assets for a launch campaign, or support with future developments, we'll help keep your brand relevant and impactful as it evolves over time.

Here's how we can help:

1. Brand launch promotion and materials
2. A "Brand Hub" complete with Canva-ready templates
3. Ongoing asset development and Campaign creation
4. Photography and video production
5. Website development, hosting and support
6. Print and promotional materials



Ready to Elevate Your Brand?

If this feels like the right approach for your brand,
we'd love to chat and explore how we can work together.

Contact Phil