

Branding workflow

- 1 Who are you?
- 2 Who do you want to become?
- 4 Let's research and sketch directions
- 5 We're getting creative
- 5 Deliverables complete

Legend: Erom Agency You Adjustments Meetings

Who are you?

WHO ARE YOU?
Tell us a bit about your company.

WHO ARE YOU ADDRESSING TO?
Let's discuss your target audience.

WHAT DO YOU STAND FOR?
Let's talk about your values.

HOW DO YOU MAKE A DIFFERENCE?
Tell us what makes you stand out in your industry.

✓ CURRENT BRAND DEFINED

Who do you want to become?

WHAT IS YOUR PERSONALITY?

- traditional / modern
- playful / serious
- opened / closed
- bright / dark
- every day need / exclusive

HOW IS THE TONE OF YOUR VOICE?
Loud / quiet, academic / cheerful, warm / cold.

WHAT ARE YOU ASSOCIATED WITH?
A feature / a feeling / a figure / a character.

✓ IDEAL BRAND DEFINED

Let's research and sketch directions

MARKET, DESIGN TRENDS, COMPETITION
We study them then highlight and explain the pros and cons.

RESEARCH SCHEME
We'll make a scheme that illustrates your competition in order to balance our ideas in the right context.

WHERE ARE YOU HEADING TO?
Tell us what you like, what you don't like and explain why.

SEND US MORE VISUAL INFORMATION
Create one collage with your favourite materials from the industry: graphics, text, etc. We want your perspective.

WE SET THE DIRECTION
We make the plan for the road ahead. Where are we going and what are we looking for?

MOODBOARDS, LOOK AND FEEL
We create 1 to 3 collages (moodboards) and mindmaps that will act as a general guide for the creative process.

ACCEPT

DECLINE

x2

✓ BRAND DIRECTION

We're getting creative

WE CREATE THE LOGO
We draw the first iteration of the logo, based on the design direction you've chosen.

DECLINE

ACCEPT

WE CREATE STATIONERY ELEMENTS

- business card
- letterhead
- folder
- envelope
- others (labels, price tags, panels, brochure, etc)

DECLINE

ACCEPT

WE FINALIZE THE BRAND GUIDELINES
This will result in a Brand Manual

✓ BRAND ELEMENTS

Branding complete

- Logo
- Business card
- Letterhead
- Folder
- Envelope
- Other stationery elements

BRAND MANUAL