TOURISMTIGER

WELCOME ABOARD

OVERVIEW OF THE BRANDING DESIGN PROCESS

BRANDING DESIGN PROCESS OVERVIEW

1.2. Pre-design call document - **Design Call**

1.3. **Design Call**

4.1. Receive moodboard

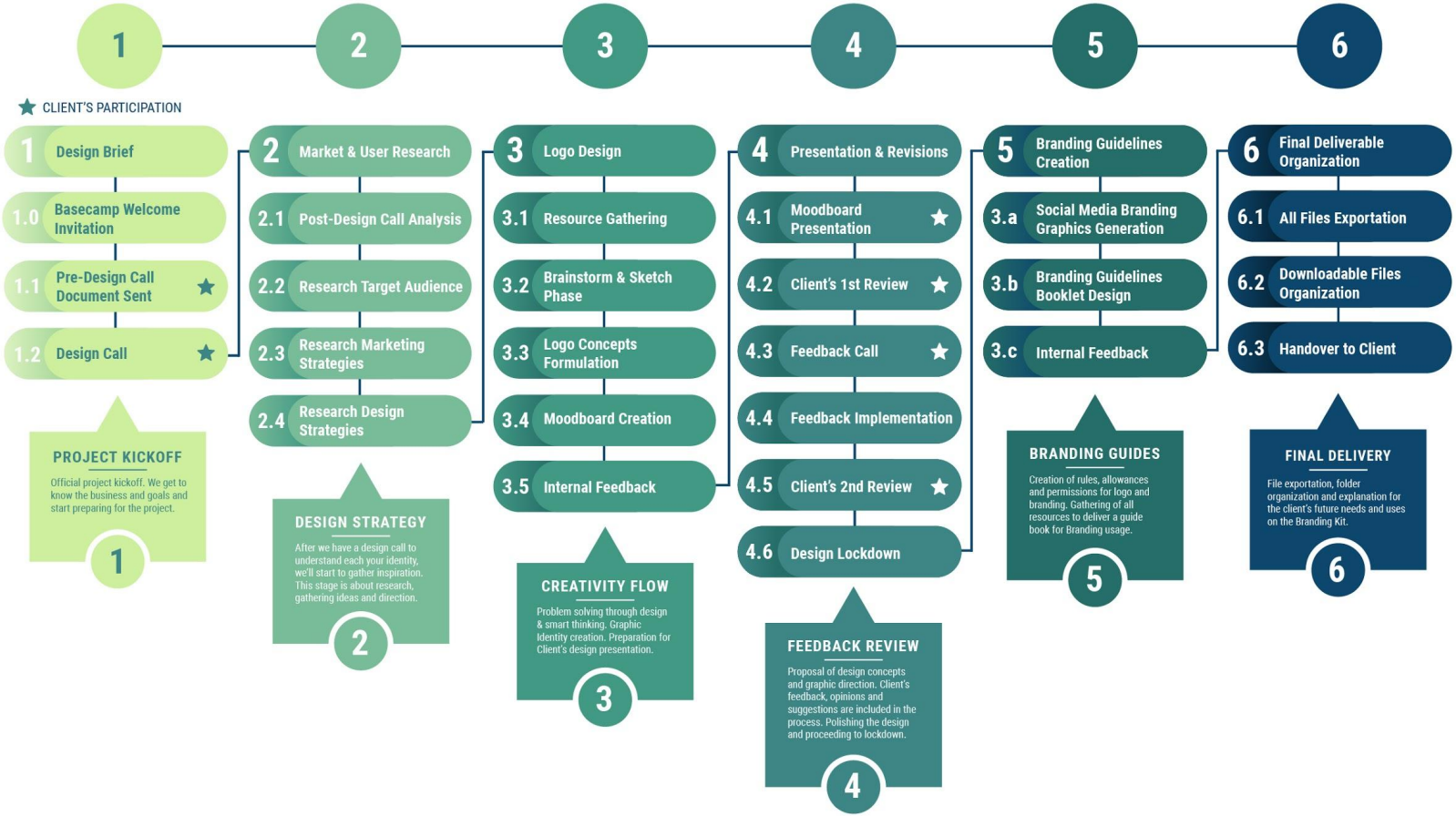
4.2. Moodboard review

4.3. **Feedback Call**

4.5. Follow up results review

6.3. Receive Branding Guides & Final Files

TOURISMTIGER BRAND IDENTITY DESIGN PROCESS



YOUR DEDICATED DESIGN TEAM

ASSIGNED DESIGNER & LEAD DESIGNER TO BE INTRODUCED SHORTLY AFTER SIGN-UP

To communicate with us, **please use Basecamp.** It's a really easy platform to use, and helps everyone stay in the loop with the project. You'll receive an invitation to the platform straight after you sign up with us and be in touch with our team straight from there.

NOTE: YOU DON'T NEED TO DOWNLOAD AN APP - you can simply respond to the Basecamp messages which will appear in your inbox! If you need help let us know.

You'll also receive a **Dropbox** invitation *(from Matthew Newton)* before the call, please take that as an invite to start uploading inspiration, ideas and such for the branding creation.

1. DESIGN PREP + CALL

WHAT TO EXPECT: A PRE-DESIGN CALL FORM + DESIGN CALL

This stage is “the kickoff of your project”.

Our design team will take over your project. We’ll go through some details of your new graphic identity, talk about your customers, and some **general important information that everyone needs to know from the beginning.**

You’ll meet your assigned designer, and the lead designer who’ll be overseeing the whole project.

1. DESIGN PREP + CALL

Before we have the design call, we require that you fill in a **"PRE-DESIGN CALL DOCUMENT".** We'll create the document for you using Google documents*, it will have **a selection of questions about your business, your target audience and your design preferences.** Please it out as much as you can, as we'll **highlight where you'll need to fill in the document.** This provides an excellent base for us to work from for the design call. Time and time again, it proves the most efficient way to do this process, so we appreciate your cooperation.

***If you need help using Google Documents, please let us know. For this stage, we give you full editing powers so you can amend everything - erase irrelevant info etc.**

1. ABOUT THE DESIGN CALL:

TYPICAL DURATION: 45 mins - 1 hour. Depending on how chatty you are, how far in advance you are in the branding conception, etc.

NOTE: BEFORE THIS CALL YOU'LL NEED TO HAVE FILLED OUT THE COMPANY DETAILS FORM (it will appear straight after payment page)

WHAT TO PREPARE: You'll need to have filled out the Pre-Design Call document. It works well if you can have the document open as we have the call. It helps if you think about your branding, other brands you like and **know your target market** ahead of this call.

Please come to the call ready to answer questions about your typical customers etc.

FOLLOW UPS: Often there's outstanding information, so we'll send a message straight after to request these (e.g. inspiration photos/sketches), then we will begin the design process. Wait to receive Moodboard and review.

4. MOODBOARD + REVIEW

- After the call, we'll begin the design process for your branding. Once we've investigated, designed and reviewed the possible logotypes, we'll send a moodboard to you for **your first review.** You'll be able to gather your thoughts, comments, ideas and suggestions, so that we can review later in a **Feedback Call** what you're changing and confirm it makes sense.
- We will then review your changes, implement any necessary feedback, and send your branding back to you for **your final review.** From there, we will lock it down.

4. ABOUT THE FEEDBACK CALL

TYPICAL DURATION: 30 mins to 45 minutes

WHAT TO BRING/HOW TO PREPARE: It helps if you think and evaluate the options offered to you in the moodboard. Try to choose one to develop, gather your thoughts, opinions, comments, ideas and suggestions and bring them up on the call so we can **make the necessary tweaks to take your design to the next level and make it truly yours**. We'll share our screen so you can see the changes live from the design software.

FOLLOW UPS: Wait for the newest version of your logo to be sent on Basecamp. We'll take the time to polish it so the end product is perfect for your approval. If you have any further suggestions or changes, these will be considered as your **second and final review**.

Any revisions after this will have to be charged additionally.

6. BRANDING GUIDES & FINAL FILES

Once we've collected all of your feedback and finalised the logo, we'll proceed to create the branding package that will include:

- **Branding Guidelines** that will feature logo permissions, technical details and further implementation
- **Final files for your logo** in different varieties and formats
  - Most of them will include: **Black and white, grayscale, duo tone, monochrome, etc., as well as a profile photo and cover image for social media**
  - Typical formats: **Image (.png, .jpeg, .pdf) and Vector (.svg, .ai, etc.)**
- **Social Media Branding Kit** that will include a profile image and a cover illustration for the unity of your social media accounts.