



# BRAND DESIGN PROCESSES

At Circle Media we take pride in our extensive process when creating a logo design and brand. We offer 2 options for brand design: BASIC and COMPLETE. Both are beneficial to your identity and can suit small or large scale budgets. Depending on the process chosen a series of steps are undertaken to ensure we create a design that best represents your business;

## 1. MEET AND BRIEF

A detailed brief will ensure the final result is appropriate and effective. By sitting down and talking with you we can gather the information required to meet your desired logo designs from the outset. Details such as your business profile, market position, design/communication history, target markets, objectives, budget and deadline will all help in creating a brand suitable for your business.

## 2. RESEARCH & DEVELOPMENT

With information obtained from the brief the research begins so we can develop a foundation to build ideas from. We look into relevant trends in the market, your competition, what makes your business stand out from the pack, the future of your business in the market to help create a brand you aspire to carry. This information is analysed with focus group methods for design concepts.

## 3. CONCEPT DESIGN

From our focus group results we then physically explore multiple directions for the logo design. A lot of them will be eliminated from the process but the exploration of various paths and ideas helps leads us to the most effective and appropriate design. Generally we offer 2-3 logo concepts upon presentation but this can vary upon request.

## 4. PRESENTATION & REVIEW

Finalised logo concepts are sent to you electronically via PDF in multiple formats. First proofs are formatted in black-on-white and white-on-black so the concentration is solely on the design of the logo, not the aesthetics which are easily changed. After presenting this first proof we leave it to you. We suggest you take the time to review it. Sleep on it, show your friends, family, business associates. Various viewpoints will lead to a wider range of analysis and may help you make your decision.

## 5. REVISION & FINISHING

Following your review we will either finalise a chosen design or make any suggested changes. Colour application is then made, reviewed and finalised.

## 6. FILE CREATION & SUPPLY

Now that the design has been finalised we supply multiple formats for media and communications application. You will be given "vector" formats that can be scaled to any size without losing quality or clarity, and "raster" formats such as JPEGs and TIFFs that can be used electronically in Word documents, email signatures and more. If you require any specific formats just ask and we can supply the most suitable for you.

## COMPLETE PROCESS ONLY

### 7. BRAND INTEGRATION

As part of our COMPLETE brand process we offer a full integration of the brand into all stationery and production of a style guide for advertising, both soft and hard copies.

A stationery suite creates a professional vehicle for your new visual identity and is often the first of many communication applications. The creation and maintenance of a brand style guide ensures proper usage at all times on all media, strengthening your identity in the market.

Circle Media can apply your new brand to print media such as business cards and letterheads as well as electronic media ranging from email signatures through to comprehensive web sites.

### WANT TO KNOW MORE?

We hope that you now have a better understanding of how Circle Media approaches brand design. Feel free to contact us for a chat, we would love to talk about you and your brand.