

Custom Branding

Logos, digital avatar, business cards, email signatures, etc.

Phase Breakdown and Deliverables

1. Discovery & Brand Briefing

Intake session to define brand values, tone, target audience, and visual direction

2. Moodboard & Brand Direction

Develop a visual direction with colors, typography, style references

3. Logo Concepts

Create 2–3 initial logo concepts: wordmark, monogram, or icon-based

4. Logo Refinement & Variations

Refine chosen direction with variations (color, layout, B/W, favicon)

5. Digital Avatar & Brand Assets

Create avatar/icon for socials, and simple digital adaptations

6. Optional Add-ons

Business card, email signature, branded doc headers, or social templates

7. Final Kit & Delivery

Deliver ZIP with SVG, PNG, color codes, and usage instructions

Design tools

