

socialmediaicon.ca

Thursday April 26, 2012

# 1. Logo Design

- Research
- Concepts
- Feedback

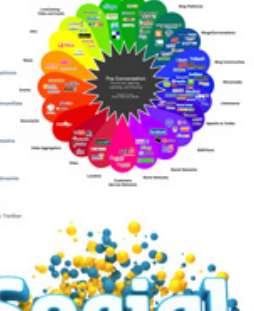
# 2. Website Design

- Mood boards
- Concepts
- Feedback

# 3. Phone App Design

- Interaction design
- Concept
- Feedback

# Logo Design



SOCIAL MEDIA ROI



Social Media



Social media



social media icon    SOCIAL MEDIA ICON

social media icon    SOCIAL MEDIA ICON

social media icon    SOCIAL MEDIA ICON

social media icon    **SOCIAL MEDIA ICON**

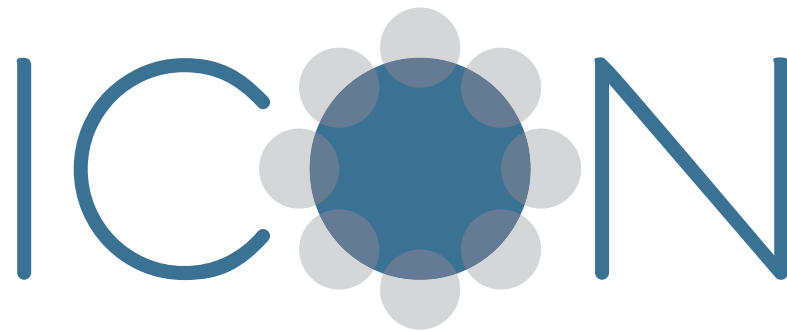
social media icon    SOCIAL MEDIA ICON

social media icon    SOCIAL MEDIA ICON

social media icon    SOCIAL MEDIA ICON



SOCIALMEDIA







# Website Design

## Bronze

- Professional photoshoot
- 4 photos (100 photos)
- Upload photo(s) to Twitter, LinkedIn, and About.me
- Digital brand diagnostic
- Business cards

## Silver

- Professional photoshoot
- 2 off-site locations
- Social Media Training
- 10 photos (200 photos)
- Upload photo(s) to Twitter, LinkedIn, and About.me
- Digital brand diagnostic
- Digital brand consultation

## Gold

- Professional photoshoot
- 3 off-site locations
- Social Media Training
- 10 photos (250 photos)
- Upload photo(s) to Twitter, LinkedIn, and About.me
- Digital brand diagnostic
- Digital brand consultation
- Full services for a year

What kind of icon are you?



## Personal

- General public
- Creatives
- Online dating
- "Refresh"
- Fresh face?



## Professional

- Career driven
- Upcoming graduates
- Professionals
- Creatives
- Entrepreneur



## Elite

- Corporate professionals
- CEO's
- Investors
- High profile
- Business owners



## Personal

- Brighter more colourful
- Appeal to general public



## Professional

- Minimal and clean
- Appeal to “career” oriented



## Elite

- Dark and rich
- Appeal to “higher” end clients

# Phone Application

