

**Take root,
grow tall &
stand out.**

APPROACH & CREATION PROCESS



LUUKVANDEVEN.NL

Brand Design Project Phases

Step 1: Kick-off session

The process starts with an open conversation. No fixed questions but attention, curiosity and direction. I listen, ask questions (including the one behind the question), and connect. That's how we get to the core of your motivations. This is the starting point for the basic brand package with focus on a strong, typographic identity. We might discover that illustration or other elements want to be part of the story. We'll explore that together.

Step 2: Defining the framework

I'll distill our insights into an overview with goals, wishes and boundaries. I'll send it by email for review and alignment, working with Phil as my sounding board.

Step 3: Style & tone directions

I present a few visual and tone directions based on our conversation and the defined framework. Together we choose one to develop further.

Step 4: Design

I get to work. I translate the chosen direction into a first design. With form, tone and structure. If illustration turns out to enrich the project, I'll explore which illustrator fits best (selecting the right artist, requesting quotes etc.)

Step 5: Presentation & feedback

I present the concept. We'll discuss what feels right, what needs refining, and where there's still tension. We can also revisit what did or didn't resonate in the moodboards from step 3. If needed, we can repeat this step once.

Step 6: Delivery

You'll receive the final design, including application to the agreed outputs (such as presentations, newsletter templates). Since this involves concrete implementation, this step may take a little extra time.

THANKS!

Linna