artemBee

We offer comprehensive brand identity design packages that include logo design, identity design and a comprehensive brand style guide.
And for businesses looking to take their digital presence to the next level, we also offer web app development services to ensure your brand is accessible and functional on all devices.
At artemBee, we believe that great design is not just about aesthetics, but about building a strong and lasting relationship between you and your customers. So why wait? Start building your brand today with artemBee!

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Here is our step-by-step brand identity design process. It's based on reasearch, strategy and very good taste.

2

Research and Discovery

The first step is to understand the client's business, goals, target audience, and competitors. This includes conducting market research, competitor analysis, and conducting a discovery session (questionnaire).

This step is fundamental so we can build the brand identity based on facts, starting with the design moodboard and our Creative Strategy Framework which will allow us to end up with the final look and feel as well as the core message based on the target audience.

3

Brand Strategy

After research and discovery, we will develop a brand strategy that defines the brand's positioning, messaging, and personality, we will get these by pulling out threads from the target audience profiles, points of differentiation, features, benefits and core messages. This will serve as a foundation for the brand identity design.
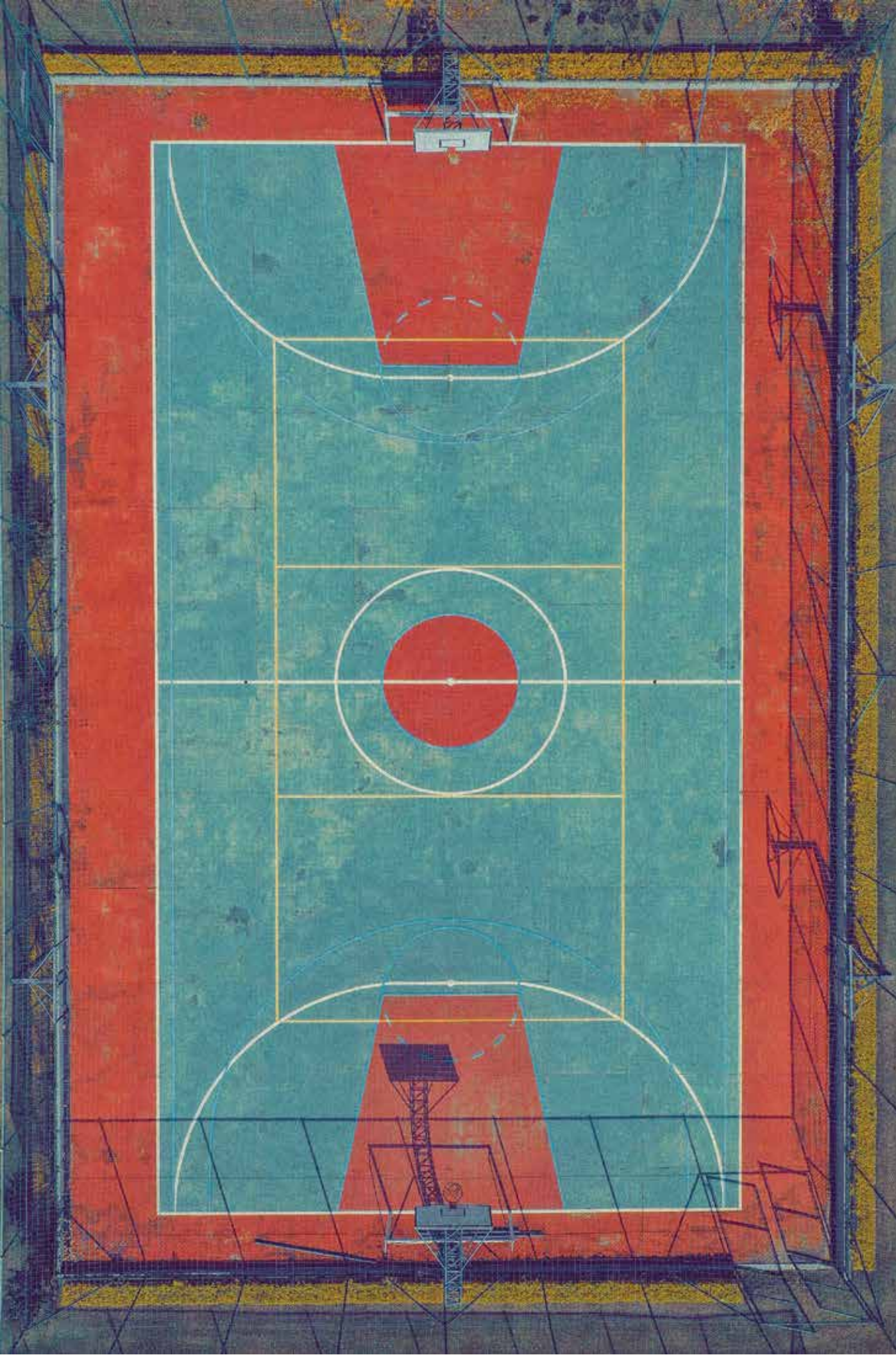
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Concept Development

Next, we will develop a concept for the brand identity design. This will include creating mood boards, design sketches, and design elements that align with the brand strategy.

Right after this step we will ask for your approval since this will mark the design direction we will head to and narrow the design exploration for us.

5

Design Execution

Once the concept is approved, we will create the final designs for the brand identity, including the logo, color palette, typography, imagery and iconography.

6

Brand Guidelines

We will develop a comprehensive set of brand guidelines that outline how the brand should be used and applied across all mediums. This will include guidelines for the use of the logo, typography, and color palette.

7

Implemen tation

The final step is to implement the new brand identity across all relevant mediums, such as the company's website, social media, business cards, and marketing materials.

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Deliverables

Price for a Brand Identity Design package is **CAD$1,425.00** and includes:

- Brand Style Guide PDF (Logotype, Color Swatches, Typefaces and Usage recommendations)
- Brand files
- Business card
- Letterhead
- 2 Social Media banners.
- 1 Social Media Ad poster (square).

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Throughout the process, we will work closely with the client to ensure that their needs and goals are met and that the final product aligns with their brand strategy. And lastly, we will provide training and support to ensure that the client is able to effectively use and maintain the new brand identity.

Let's do it!

We need just a couple of things before getting started:

- Have the contract signed and we will commit.
- Fill out our Discovery Form after the checkout and we will start right away.

Get the contract and pay here:
https://www.artembee.com/checkout

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