

## Identity Design Process

### Research and assessment

Learning about the organization, from company culture to marketing strategies. Assessing the competitive marketplace and the target market. Investigating visual strategies.



research and assessment materials

### Preliminary design

Preparing a design brief using client input and results of research. Using the information contained in the brief to create preliminary logotype concepts.



preliminary design examples

### Refined design

Gathering client feedback, refining the logotype design through a series of iterations. Exploring use of color and typography.



refined design examples, showing versions in color and black and white

### Final logotype

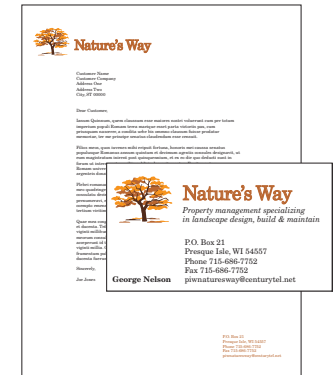
Creating the final logotype and designing/refining stationery.



final logo design

### Final stationery

Completing the final stationery design. Working with printers to produce the physical letterhead, business cards and envelopes.



stationery example