

NAVEGABEM.COM

BRANDING

「*Your Future begins Here!*」

WHY BUILD A BETTER BRAND?

Building a brand is a core business activity, just as important as leasing office space, recruiting the right people or developing your product or service.

In the same way that you wouldn't ask a realtor "How much does a house cost?"

The cost of a well-designed brand identity system will vary depending on what you needs are. A good brand identity should be seen as an investment and, similarly to buying a home, how much it costs depends on how big of an investment you are willing to make. This is the first step in determining what brand identity or corporate identity development should cost.

Your brand is often the first point of contact for prospective clients or customers. It's the one thing that they'll see before anything else. The adage "you get what you pay for" is relevant here. I'm not sure that you can spend €200, €300, €400 on a logo and expect to get a significant return on that investment. The bottom line is, the more you invest, the more likely you are to get a better quality, stronger brand that resonates with your target audience.

1 Research & Brainstorming

Time is spent reviewing the brief and asking followup questions before beginning more thorough research and brainstorming. Taken into account are a client's competitors, market trends, product or service differentiators, the history of the business, the future, the current brand, and brand aspirations.

2 Search Phase

Online research to locate the availability of trademarks, domain names, similar branding, copyright infringement.

3 Creative Sketching

Using a pencil and paper we generate a strong set of possible directions. Only using a mouse and computer adds an extra level of restriction that hinders creativity. Most sketches are eventually discarded, but our aim is to explore as many directions as possible before narrowing it down to two or three of the strongest ideas.

REASONS TO INVEST IN BRANDING:

TO CHARGE A PREMIUM ON YOUR PRODUCTS OR SERVICES

In business, how you package something is really important. It's no secret that brand name products command a premium over generics. Not only that, but a great brand creates brand loyalty, and we know that it's far cheaper to serve and delight your existing customers again and again than it is to go out and find new ones. That's what a great brand can do for you.

TO KEEP YOUR BRAND FRESH

Brands change and evolve and need to adapt their image to stay fresh. Companies should change their corporate identities every seven to ten years to make sure their brand is representing them well and is not outdated. Is your brand in need of a refresh?

YOUR BUSINESS IS EXPANDING

If your small business is growing (let's hope so!), you may need a rebrand to reflect the larger, more sophisticated business you are now operating. You're now competing with other more established brands in your area, and you need a brand that differentiates your product or services and sets you apart from your competitors.

4

Digital Rendering

Those effective ideas are then developed into a digital format. The rendering stage involves transferring these options to Adobe Illustrator, to Adobe Photoshop, and printed to PDF for the presentation.

5

The Presentation

Each design is shown in context using digital mock-ups (i.e., in situations where the design will be used upon project completion — on a website, phone app, stationary, signage, clothing, etc.). Then it's handed over to the client to consider the designs and prepare feedback based upon how the ideas fulfil the design brief.

6

Fine Tuning & Finishing Touches

This involves finalising an option or making revisions until exactly the right direction is reached. The aim is to create a visual identity that works for your respective business now, and for decades to come, so there's always flexibility here rather than the need for an immediate "yes" or "no."

IT ADDS VALUE TO YOUR BUSINESS

Investing in your brand identity and creating a strong brand adds value to a business. The sale of your business down the road will be bolstered by the investment you make today in your brand identity. This is what brand equity does for you. Maybe you'll want to franchise your business down the road. Same thing applies there

Bottom line, a recognizable brand is worth more. It can be developed over time through good customer service, fulfilling your brand promise, meeting expectations and consistent application of a well-designed identity. Part of meeting those expectations is looking professional, and a great visual brand identity makes you look professional.

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7 Artwork Supply

Artwork is supplied via email and/or made available for download.

The visual systems created are used for a variety of purposes – websites, stationery, advertising, merchandising, social media.

8 Final Product

We create the Primary Logo Design and Alternative Logo Mockups (portrait, landscape etc.)

- Social Media Profile Image
- Website Favicon
- Master Logo Identity Guideline Document – 1-4 Pages
- Stationery Design (letterhead, compliment slips, business cards etc.)
- Ongoing Consultation and Advice during/after project ends
- Transfer of Design Copyright/Ownership to the client.