

Contact

1 Establish Criteria

Gather information

Develop schedule

Confirm contacts

Present findings

Client Collaboration

2 Exploration

Get Content

Explore conceptual approaches

Explore format approaches

Confirm application

Present exploration results

3 Refine

Further refine visuals

Finalize custom letterform

Select final color palette

Finalize Design and Layout

Finalize Content

Present refinement

4 Applications

Apply approved Design and Layout

Apply primary and secondary typefaces

Apply color palette

Apply approved Content

Determine materials and manufacturing

Present applications

5 Production

Produce digital files and specifications

Supervise printing estimates

Supervise printing, manufacturing

Supervise delivery

Roll out Corporate Identity Package

*Assuming that the Logo development is complete, refer Logo Development Strategy

NOTE :
At the end of Exploration process (2), 3 Identity concepts are presented

The Refinement process(3) is limited to three times.

Client Officially signs off on the design after the Refinement process (3)

Breeze Design Studio Corporate Identity Development Strategy

*Logo | Business Card | Pocket Folder | Letter Head | Mail Cover | CD Cover | Brochure