

The CRAFT Process

5-STEP PROCESS FROM START TO SUCCESS



THE PROBLEM

You have a vision, but something's missing.

-  Unclear brand direction
-  Inconsistent visuals
-  Lack of connection with your audience
-  Time-consuming and overwhelming
-  DIY that doesn't reflect your values
-  Stagnant growth

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BLAND BRANDS BLEND IN.

1 CONNECT

We start with a conversation to get to know your business, your goals, and your audience.

Includes:

- Discovery Call
- Project Goals
- Scope & Timeline
- Budget & Quote

Output:

A clear understanding of your problems, vision, goals, and project scope.

2 RESEARCH

We dig deep into your brand, industry, competitors, and audience to uncover your insights that guide the right creative direction.

Includes:

- Project Proposal
- Client Questionnaire
- Brand & Market Research
- Competitive Analysis
- Audience & Persona
- Strategic Direction

Output:

A strategic foundation and creative direction built on insight.

3 ARTICULATE

We translate strategy into creative concepts that visually and verbally express your brand's unique story.

Includes:

- Concept Development
- Vision Boards
- Visual Exploration
- Logo Options Proposal

Output:

Initial concepts and direction that bring your brand to life.

4 FINE-TUNE

We refine the chosen direction through collaboration and feedback to ensure every detail is dialed in.

Includes:

- Revisions & Design Refinement
- Feedback Round
- Final Polish

Output:

A finalized, high-quality solution you're fully proud to stand behind.

5 TRANSFORM

We deliver the final assets and equip you with everything you need to launch with confidence and make an impact.

Includes:

- Final Delivery
- File Handover & Walkthrough
- Brand Guidelines
- Offboarding

Output:

All the tools, files, and guidance to launch and elevate your brand.

THE SOLUTION

A brand that connects, stands out, and grows with you.

-  Clear brand identity
-  Consistent visuals
-  Stronger connection with your audience
-  Saved time and focus
-  Professional, elevated brand presence
-  Growth with confidence

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BOLD BRANDS LEAVE A MARK.



THOUGHTFUL PROCESS.
MEANINGFUL RESULTS.

We help ambitious brands and communities bring their identity to life by creating visual stories, identities, and public spaces.

Let's work together

