



posh brands co.

BRANDING STUDIO

Design Process

Initial Meeting

Our initial meeting is where we get to formally introduce each other. It's also where we'll get to go over the scope of your project and get an idea as to what you're looking to do.

Our meeting would be either via phone, video call or in-person.



Onboarding Process

After our initial meeting, we'll send the project proposal, contract, and initial deposit. This is also when we'll add you and your team to our project management system.

During this time, we'll work on evaluating your target audience, brand values, and brand aesthetics through a design brief which would help us understand your design needs.



Development Phase

During this phase, we'll work on developing your mood board and color palette. Then we'll start working on the visual identity design of your brand.

Depending on which design package you choose, we will share with you 4 logo concepts for you to pick and refine the one you've chosen.



Transfer of Files

After refinement, and depending on any additional items you've chosen for your project, you'll pay your final invoice and we'll provide you with your new brand assets for both digital and print use.

All files will be shared via Google Drive and will be purged after 3 months.

