SALTED ink
DIGITAL DESIGN CO.

The Salted Ink logo and branding process is a fun and personal brand development experience designed to establish a solid and seamless brand foundation for your business. My goal is to create a final product that reflects your style while also delivering an effective marketing tool for years to come. This guide was designed to give you a step-by-step breakdown of my process so you know exactly what to expect along the way. Each brand development project takes approximately 20 to 30 business days depending on client response time, revisions, and my current booking schedule.

1. CHAT

Like any relationship, it all starts with a first date to make sure the sparks fly! After your initial inquiry, we will set up a phone call, Skype, or Google Hangout session. I will ask you some questions regarding your business, vision and goals for your brand development and you get the chance to ask me any question that comes to mind. This step will give us both a chance to get to know one another and make sure we are going to make an awesome team.

2. BOOK

If we hit it off and find that we are the perfect match, I will put together a formal proposal for our project together and send it your way. If everything prepared is approved by you, please sign, scan, and send the proposal back to me and keep a copy for yourself. You will also kindly complete the invoice for our first milestone payment to hold your spot in the Salted Ink queue at this time.

* please note this deposit is nonrefundable

3. HOMEWORK

Since there is typically a wait time between this step and the next, I give you a little homework to prepare for our upcoming project. I will send you a link to my branding questionnaire so can go through and answer some important questions to insure we are on the same page prior to your project start date. This questionnaire will provide valuable information for me as I move throughout your brand design process.

4. INSPIRE

Whoop whoop! So your project start date is here and now it's time to get this party started. The first step of the branding process is the creation of an inspiration board. I will study your questionnaire and create a color palette along with style inspiration that will set the overall tone of your new brand. Within 10 business days of your start date, you will receive your first deliverable and have a chance to review and request up to 2 rounds of revisions until you are in love with the direction.

5. CREATE

Now that we have established and finalized your inspiration board, I will then get to work on creating the cornerstone of your new brand. The logo design process can take approximately 10 to 15 business days to complete. During this phase you will receive your second deliverable which will consist of 4 unique logo designs in a one color pdf format. Once received, you will have the opportunity to review and request up to 2 rounds of revisions until your are completely pumped about your new logo design.

6. DELIVER

It's now time to put it all together and create your final deliverable: {drumroll please} your new brand style guide! We will pull in your lovely new logo, color palette and inspiration photos then add in your sub mark, logo variations, social icons, patters, fonts and any elements into a full branding guide format. You will have a chance to review and request up to 2 rounds of revisons on the final board. Once your approval is received and your final payment is made, I will package up your files and send them to you via a convenient dropbox link for download.

Your final files will include your logo & all secondary/sub mark logo files and watermarks in all popular formats {also includes original .ai file format for logo}, color palette and guide {includes CMYK, RGB and Pantone color suggestions}, font recommendations, up to 6 matching social media icons and one coordinating pattern or texture in a 12"x12" 300dpi JPEG format.

Please note that 2 rounds of revisions are included in step 4, 5, and 6. In the unlikely event you happen to need additional revisions, I am happy to make them. Additional revisions may be added at any time and will be billed at my hourly rate. All additional costs outside of the initial agreement will be discussed with client prior to any work being done and the extra charges will be added to your final invoice.

7. FULL BRAND PACKAGE { FULL BRANDING PACKAGE CLIENTS ONLY }

This step is for clients that purchased the full branding package. We now take your new brand and continue it throughout your print material design { business card, business letterhead/notecard and envelopes, stamp, hangtag, stickers, facebook and twitter page designs } to complete your seemless new look!

* please note that each branding piece includes 1 round of revisions and any additional revisions will be billed at my hourly rate.

SALTED INK DIGITAL DESIGN COMPANY · ink