

TD

# **The Process**

type

texture

beauty

simplicity

The  
Aesthetic  
Values

x

x

space

color

balance

sobriety

# 01.

## Interview / Q&A

The first step is getting to know client's needs.

As a first approach, we will discuss and examine what is the best for the brand development. After a meeting and a session of questions and answers we will determine which options are best for your project. Once we decide to work together, you will receive timeline divided by the branding phases, pointing the estimate dates for feedback , reviews and deadlines.

# 02.

## Inspiration and Research

Our creative work starts here, before grabbing a pencil to sketch and a computer to work; the search for the adequate aesthetics, influences and inspiration related to the project. Observation is the key on this step.



# 03.

## **Moodboard**

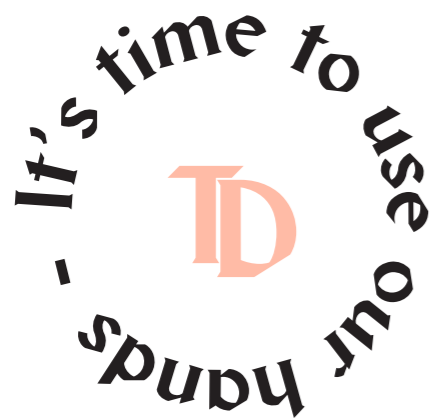
We will then, based on our previous meeting, Q&A and creative research, develop a presentation reuniting graphic references and concept ideas so you can evaluate whether or not follow the proposed style and influences.

Deriving Ideas  
Style  
A taste from  
a board  
and diverse  
range of sources.

# 04.

## Sketching and logo development

This takes place after looking for inspiration and settling for certain style, the logo and brand identity start to take form. The making of, the experimentation, tracing and erasing, we take care of this for you to appreciate the final work.



# 05.

## Stationary and Applications

Once defined what the logo's going to look like, we will proceed to the stationary design. We can help you find the best options for your specific needs and give you advice about the production.





# 06.

**We are done!**

These very briefly-explained steps, are a simplified way to describe how our projects are developed. The process ends by making a last meeting with the original files for your use and a final presentation of the whole project.

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