



THE DESIGN PROCESS





Hi,

Nice to meet you! On the next pages you can read more about the brand identity design process.

A brand identity is a visual way to tell your story. I can't wait to learn more about what you make and share your excitement and creative vision.

Please read through this info package carefully to ensure that my processes work for you. If you have any questions, I'd be happy to answer them.

If everything looks good, fill out the [project overview questionnaire](#) and then I'll email you to schedule in a consultation call to get started.

NAOMI DEN BESTEN // GRAPHIC DESIGNER

Why should you invest in a new brand identity?

FINDING CLARITY

As creative entrepreneurs we all have lots of thoughts and ideas. Sometimes we get a little lost in all those dreams and plans. Where are we going? What would we love to do most? The Brand Strategy process will give you some much needed clarity. I'll help you refine your focus, put words to it and make sure it is reflected in your brand. This will make it easier for people to understand what you can offer.

MORE OF THOSE DREAM CLIENTS PLEASE!

A tailor made, beautiful brand will sell itself. It will attract more of those dream clients with less effort on your part. Because they'll be able to see the value of your work as it is reflected in your brand identity. And they'll understand that it was made with them in mind.

LOOK LIKE THE PROFESSIONAL THAT YOU ARE

You'll get to a point where it no longer pays off to DIY your own design work and attempt to put your own website together. A new brand identity will end up saving you time and it will take your company to the next level. Investing in professional branding will make you look like the trustworthy creative expert that you are. And that credibility will give you confidence a boost too.

The branding process helped us a lot in understanding what we wanted. I especially liked the way that you managed to bring Nina's and my vision together so that at the end we both loved the result. The new brand identity has already helped us a lot! It finally fits our products and corresponds to the vision we have for our brand.

LARA TEGELTIJA

Lost & Found accessoires



This is how we will work together

1. START

At the start of the process I'll ask you to fill out a **project overview questionnaire**. Your answers will help me get a first idea of the project. If we're a good fit than I'll send you an invite to schedule a **Consultation Call** to go over any questions you may have.

After our call I will send you a **Proposal & quote**. Once you're ready to book we'll schedule in your project. My availability changes but I'm generally booked out 1 - 2 months in advance. I'll send over a **contract** for you to sign & an invoice for the deposit.

Time for the project to start!

2. BRAND STRATEGY

The first part of the design process is focused on creating a strong Brand Strategy. A set of **Brand Strategy Worksheets** will help you to give words to your vision, dreams and plans. This part is all about digging deeper, giving yourself the time to wander a little, explore new directions for your work and find new clarity.

I'll turn your input into a streamlined **Brand Strategy Presentation** that will give both of us a clear focus for the next step: brand identity design. You can reference the presentation for wording and vision for years to come.

3. BRAND IDENTITY DESIGN

Once we have defined the Brand Strategy I'll design the new **Brand Identity** for you. This is a collection of visual elements that often includes:

- a main logo
- secondary logo marks
- typeface selection
- color palette
- icons, patterns, illustrative elements
- a photography style

Rather than showing you all the individual elements separately, I'll show you examples of the application so that you can see how all the visual elements work together. Two rounds of refinements are always included to make sure we get everything just right.



This is how we will work together

4. MARKETING MATERIALS

One of my favourite parts of the process is applying all your brand identity elements to printed & digital materials and a website in a way that is both cohesive and versatile.

I will help you to choose the **marketing materials** that best suit your way of attracting and communicating with potential clients. This could be anything from thank-you cards to packaging labels to social media visuals.

I'm more than happy to send the designs off to the printer as well. I can help you pick the right paper as well as advice you on any special printing techniques that would work well on your project.

5. WEBSITE

At the same time we'll get started on your **website (re)design**. The websites I make are always clear and user-friendly. You will be able to update all the content yourself once the website is ready.

I offer fully customised Squarespace websites which are more budget-friendly (and very easy to maintain). If you want more options to customise your website I will design a new Wordpress theme, which will be custom coded for you.

I'll go over your website requirements with you during our consultation call. Based on that we will decide with option would be best for you.

6. BRAND LAUNCH

Once the design work is finished I'll share all of the **design files** for your brand identity with you. I'll also include **guidelines** on how to use them, including tips for getting your designs printed and a tutorial for updating your website.

Now it is time to get excited about the launch of your new brand! I will send you a list of **tips for a successful launch**. I'll also design an image that you can share on social media on your launch day.

If you have any questions after we wrap up the project, I'm here to help.



Pricing and additional services

PRICING

My work adds the most value to your brand if I design a new brand identity as well as apply it to new marketing materials and a website. That will ensure that your new brand will look beautiful and cohesive across all platforms.

Brand identity design - including a selection of marketing collateral and a simple website - starts at **€ 3500 / \$ 3900** and goes up in price based on the complexity, scope and timeline of the project. Pricing depends on the number of marketing materials you'll need, as well as the number of different pages & lay-outs you'll require for the website. I'll give you an exact quote based on our consultation call.

CONTENT STRATEGY

An additional service that I offer is to provide a content strategy for your new brand. This written guide will help you to stay focused and give you inspiration for new content in the months after the launch. A content strategy includes your core message, key themes to talk about, categories for blog posts and key topics for your social media posts. It also includes easy to use templates that you can use to create on-brand visuals for your online content.

IN-HOUSE DESIGN

Once your new brand identity is launched, you can hire me on a retainer basis as your "in-house designer". This will give you a fixed number of hours each month in which I can design a number of print or digital materials based on your new branding. My hourly rate is reduced by 25% in these packages. Choose one of these options:

- 4 hours / month for € 240
- 6 hours / month for € 360

The contract can be renewed every 3 months. This service is perfect for the first few months after your brand launch to maintain a strong brand presence.

SERVICES OFFERED BY OTHERS

I personally don't offer copywriting, photography or website maintenance services. However I am more than happy to refer you to and collaborate with other creative professionals who do offer these services. I can also provide art direction for a photoshoot as well as give feedback on copy based on the Brand Strategy we've set out.

All prices mentioned do not include 21% VAT, however you will not need to pay any VAT when you're a registered company with a valid tax number.





My brand identity looks so professional since you worked on it and I get a lot of compliments from people on the design. I appreciate your attention to detail and that you never settle for less. I would highly recommend people to work with you because you're not only talented but also very kind, patient and funny.

MEREL WILDSCHUT

De Groene Meisjes

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Frequently Asked Questions

WHAT DOES THE PAYMENT SCHEDULE LOOK LIKE?

You'll pay a 50% non-refundable deposit to book your spot. If the projected costs exceed 5K the deposit is reduced to 30%. The remaining project costs are due before I send over the final designs. I understand that a new brand identity is an investment; if you need a more flexible payment schedule, don't hesitate to ask.

HOW LONG WILL THE PROJECT TAKE?

Most brand identity projects are scheduled to take around 2 months to complete. However, projects can take longer if you need more time to gather content. If your website will be built as a custom Wordpress template it will take another month for development.

WHAT WILL YOU NEED FROM ME DURING THE PROCESS?

Before the project starts I'll send you Brand Strategy worksheets to fill out. During the project I will need copy and visuals for the application of the brand identity onto any marketing materials and your website. I depend on your swift feedback throughout the process to stick to the project timeline. I'll let you know in advance when I'll need something so you can prepare.

HOW MANY LOGO OPTIONS WILL YOU PRESENT?

Rather than showing you multiple logo options that you have to choose from, I will present you with one logo solution. This means that it is my responsibility to select the strongest logo option - rather than leaving you to guess which one that is. It also means that I can focus on expanding and pushing forward that one solution instead of spending the time split over several logo options. In case the new logo does not completely hit the mark, we'll discuss the brand strategy again and use the rounds of refinements to come up with another approach.

WHEN CAN YOU START WORKING ON MY PROJECT?

It depends on my current workload, however I'm generally booked 1 - 2 months in advance. This might seem long as you probably wish to get started right away, however this does give you time to prepare. Digging deep in your Brand Strategy worksheets and getting a head start on copywriting will definitely speed up the project once it starts. Once we've signed the contract I'll send you the worksheets and other information that you can use to prepare for the project.



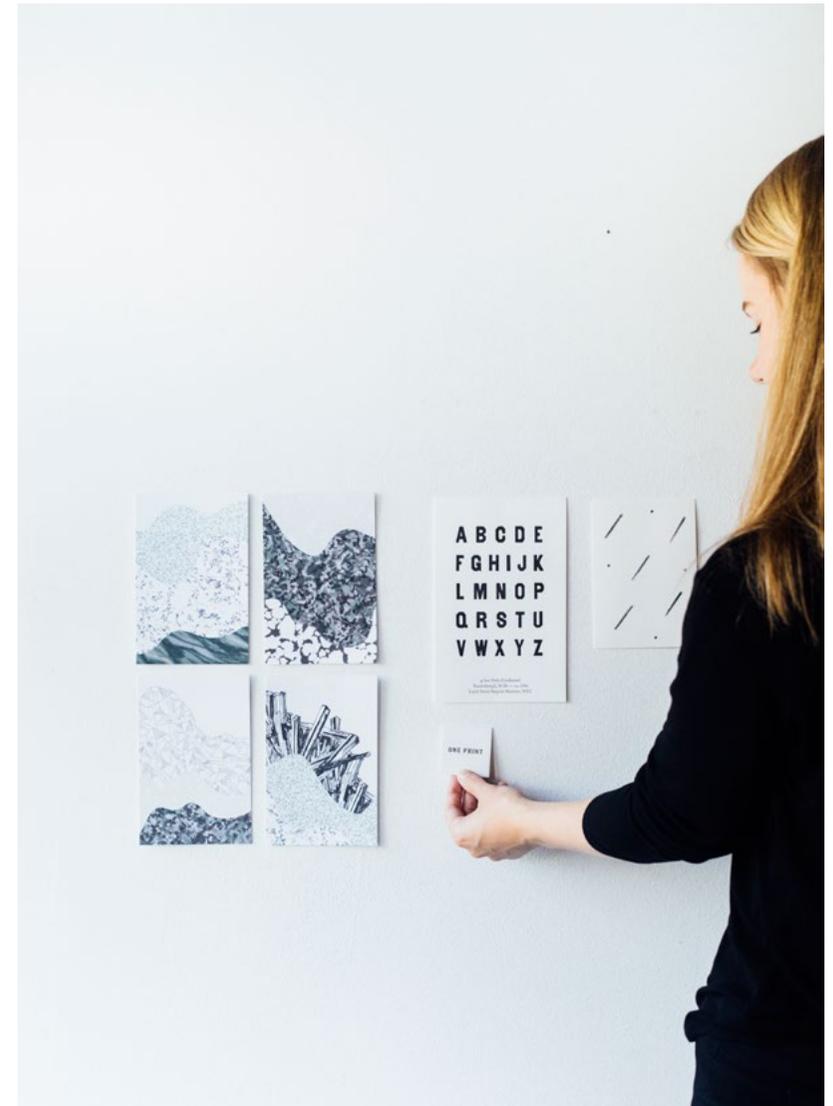
This is how you can start the project

THE NEXT STEPS

Are you ready to create a beautiful new brand identity? Here are the next steps to get started:

- Fill out this short [project overview questionnaire](http://www.naomidenbesten.nl/getstarted) - www.naomidenbesten.nl/getstarted
- I'll have a look at your answers and if I think we're a good fit* I'll propose a time and date for a Skype call to go over any questions you may have.
- We'll schedule in your project. My availability changes but I'm generally booked out 1 - 2 months in advance.
- I'll send over a contract for you sign & an invoice for the deposit.
- You'll receive a series of worksheets to prepare for the Brand Strategy phase.

* I mostly work with fellow creatives: makers, designers, creative entrepreneurs, chefs and lifestyle brands, for instance. If we're not a good fit I'll be sure to send you a list of other designers you can contact.





Thanks for reading through this info package! If you have any questions about the design process or working together, please don't hesitate to ask. A new brand identity is an investment and I want to make sure you feel confident in making that decision.

Are you ready to take the next step? Take a few minutes to fill out the [project overview questionnaire](#) and I'll contact you to schedule a consultation call. Looking forward to talking to you!

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