

## POWERFUL VISUAL IDENTITY

Specific/

### DESIGN WITH BLOB

#### Powerful Visual Identity Development Services:

- . Brand Discovery and Research
- . Competitor Analysis
- . Define Brand Elements
- . Logo Design
- . Color Palette Selection
- . Typography Guidelines
- . Imagery Style
- . Design System Development
- . Mock-ups and Prototypes
- . Brand Applications
- . Accessibility Considerations
- . Guidelines Document (Brand Book)
- . Iterative Design Process
- . Collaboration and Approval
- . Implementation Support
- . Continued Monitoring and Evolution

Elevate your brand with our Powerful Visual Identity Development Services.

From in-depth research to implementation support, we ensure a cohesive and memorable brand representation.

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Our Powerful Visual Identity Development Services are designed to elevate brands through a comprehensive and strategic approach to visual representation. Beginning with brand discovery and research, we delve into the essence of your brand, conducting competitor analysis to identify opportunities for differentiation. Through a collaborative process, we define key brand elements including logo design, color palette selection, typography guidelines and imagery style, ensuring that every aspect of your visual identity aligns with your brand's values and objectives.

Utilizing a design system approach, we develop a cohesive framework that governs the application of your visual identity across various touchpoints. From mock-ups and prototypes to brand applications, we ensure that your brand is consistently and effectively represented in all contexts. Our services extend to accessibility considerations, ensuring inclusivity in design and the creation of a comprehensive guidelines document (Brand Book) to provide clear direction for internal and external stakeholders.

With an iterative design process and ongoing collaboration and approval, we ensure that your visual identity evolves in line with your brand's growth and objectives. Our implementation support and continued monitoring and evolution ensure that your brand remains relevant and resonant in a dynamic marketplace. With our Powerful Visual Identity Development Services, you can create a memorable and impactful brand presence that sets you apart from the competition.

**Service particularity:** delivery time depending on work frame and complexity; Initial Chat included

**Blob team engagement:** 2 expert level consultants, creative team, technical backend

**Type of meeting:** face to face

**Place of meeting:** agency office

**Output:** cohesive and memorable brand image conveyed through distinctive design elements such as logos, colours, typography, and imagery, which help to establish brand recognition, differentiation, and emotional connection with the audience; presentation included

## Pricing. Powerful Visual Identity

### BASIC DIFFICULTY LEVEL:

- . **Starting price:** 3.000 EUR
- . **Criteria:** suitable for individuals or teams with limited experience in visual identity development or branding
- . **Argument:** at the basic difficulty level, powerful visual identity development services focus on fundamental aspects such as brand discovery, competitor analysis and defining brand elements. These services cater to individuals or teams who may be new to branding and require assistance in understanding their brand's identity, analyzing competitors and establishing foundational brand elements like logos and color palettes. The emphasis is on providing guidance and support to ensure that the visual identity is developed with a foundational understanding of the brand's essence and target audience

### INTERMEDIATE DIFFICULTY LEVEL:

- . **Starting price:** 5.000 EUR
- . **Criteria:** geared towards marketing professionals or organizations seeking to enhance their visual identity development capabilities and brand differentiation
- . **Argument:** intermediate difficulty level powerful visual identity development services offer more comprehensive support in areas such as typography guidelines, imagery style and design system development. Professionals at this stage may have some experience in branding but require assistance in refining brand elements, creating a consistent design language and ensuring visual cohesion across different brand applications. These services focus on optimizing visual elements for maximum impact, enhancing brand recognition and fostering brand consistency. The emphasis is on improving the depth and effectiveness of visual identity development efforts to differentiate the brand and enhance brand perception

### ADVANCED DIFFICULTY LEVEL:

- . **Starting price:** 7.000 EUR
- . **Criteria:** targeted towards brand strategists, creative directors or organizations requiring specialized expertise in advanced visual identity development techniques
- . **Argument:** advanced difficulty level powerful visual identity development services involve advanced techniques in mock-ups and prototypes, accessibility considerations and guidelines document creation. Organizations at this level may deal with complex branding challenges, diverse target audiences or multi-channel brand applications that require sophisticated visual identity approaches. These services offer specialized expertise to create impactful visual representations, ensure accessibility and inclusivity and develop comprehensive brand guidelines for consistent brand implementation. The emphasis is on providing strategic foresight and actionable strategies to drive brand differentiation and recognition

### CHALLENGING DIFFICULTY LEVEL:

- . **Starting price:** 10.000 EUR
- . **Criteria:** designed for organizations facing critical brand imperatives, competitive markets or strategic rebranding initiatives
- . **Argument:** challenging difficulty level powerful visual identity development services address critical issues such as iterative design processes, collaboration and approval workflows and implementation support. Organizations at this level may encounter situations where stakeholder alignment, creative collaboration and seamless implementation are essential for brand success and market relevance. These services involve proactive engagement with stakeholders, rigorous design iteration and comprehensive support throughout the implementation process. The emphasis is on equipping organizations with the tools and capabilities to develop and execute powerful visual identities that resonate with their target audience and drive brand success

By categorizing Powerful Visual Identity Development Services into these difficulty levels, individuals and organizations can identify their specific needs and select the appropriate level of support to enhance their visual identity development capabilities and achieve brand differentiation and recognition. Each level offers tailored solutions and strategies to address specific challenges and optimize the effectiveness of visual identity development in supporting organizational objectives.