

## IDENTITY [Graphic Process System]

### The Client Conversation

We'll reference any information you provide to us verbally or visually as we acquaint ourselves with your project. We'll want to know your goals and concerns. We'll discuss the tone and personality you want to achieve. We will collaborate with you to develop a customized description that will follow the project through the design process.

#### Design Trends

We review current design trends. Then we develop unique solutions that will highlight your offer.

#### Online Research

We explore other's visuals within your market segment.

#### Color Theory

We develop several color palettes to support the proposed identity.

STEP 1

#### Design Option

Black and White/Color

#### Design Option

Black and White/Color

#### Design Option

Black and White/Color

STEP 2

#### Choose One!

Choose one of the design options for further development.

STEP 3

#### Revisions, Adjustments or Tweaks

Possible new color exploration, change of font usage or sizing, etc. Perfecting the presentation. Revisions do not include new design options unless specified in advance.

STEP 4

#### FINAL LOGO APPROVED

STEP 5

#### Preparation of Graphic Standards

A summary of proper logo use and application in various relevant mediums. Not included in the price quoted for logo/identity development unless requested as part of your quote.

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### FINAL LOGO APPLICATION\*

Various Marketing Materials

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Envelopes,  
Letterhead &  
Business Cards

Specialty  
Advertising

Brochure &  
Sell Sheets

Advertising &  
Direct Mail

Screenprint  
Embroidery

Signage

Packaging

Websites

Electronic  
Communications

Mobile  
Devices