



Michelle
Hughes
DESIGN

Designing your brand

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michellehughesdesign@outlook.com

07808 472379

MichelleHughes.co.uk

Designing your brand



When it comes to a business, it's all/ often about first impressions and you need clear branding to create that great first impression.

I create your brand identity and provide you with brand guidelines to help you create that first impression and carry a consistent visual message throughout your business.

If you any other specific needs please contact me for more information.

Michelle

Brand identity packages

Package A

Logo design

- At least three initial designs
- Two rounds of development amends
- Brand guidelines
- Full set of file formats supplied (.ai, .jpg, .png) to use across print and digital)

Package B

Logo design

- At least three initial designs
- Two rounds of development amends
- Brand guidelines
- Full set of file formats supplied (.ai, .jpg, .png) to use across print and digital)

Design of marketing materials for print

- Business card
- Letterhead
- Compliments slip
- Invoice/order form

The design process

Chat on the phone	You can tell me what design support you need. I can explain how the design process works.
Tell me more	I'll send you a 'Client questionnaire', so I can find out more about your business.
Research	Research the above to build a visual picture.
Design stage 1	Developing design concepts. Exploring colour options and the look and feel of your brand.
Meeting	Presenting my design concepts. Together we will explore and bounce ideas. Decide on the selected design route to develop further.
Design stage 2	Refining the logo design. Visualising the 'look and feel' of the brand. Design revisions to the above if needed.
Design stage 3	Finalising brand guidelines. Supplying print ready artwork and logos in file formats needed.

Research

The image shows a stack of three 'CLIENT QUESTIONNAIRE' forms. The top form is titled 'CLIENT QUESTIONNAIRE About your needs'. It includes sections for: 'About your company or organisation', 'About the project', 'About your position in the market', 'About your clients', 'Your ideas', and 'Digital design' and 'Content services' checkboxes. The forms are designed with a clean, modern aesthetic using green and white colors. The Michelle Hughes Design logo is visible at the bottom of each form.

Client questionnaire

This helps me understand more about your company and customer.

- Company background
- Target customer
- What you like and don't like.

Research

Researching the above to build a visual picture. For example market trends, customers, competitors, art styles and colours.

Design stage 1 Developing ideas



Logo design v1a



Logo design v1b



Logo design v1c

Logo design At least three initial concepts

Design stage 2 Refining designs from client feedback

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Logo design v2a



Logo design v2b

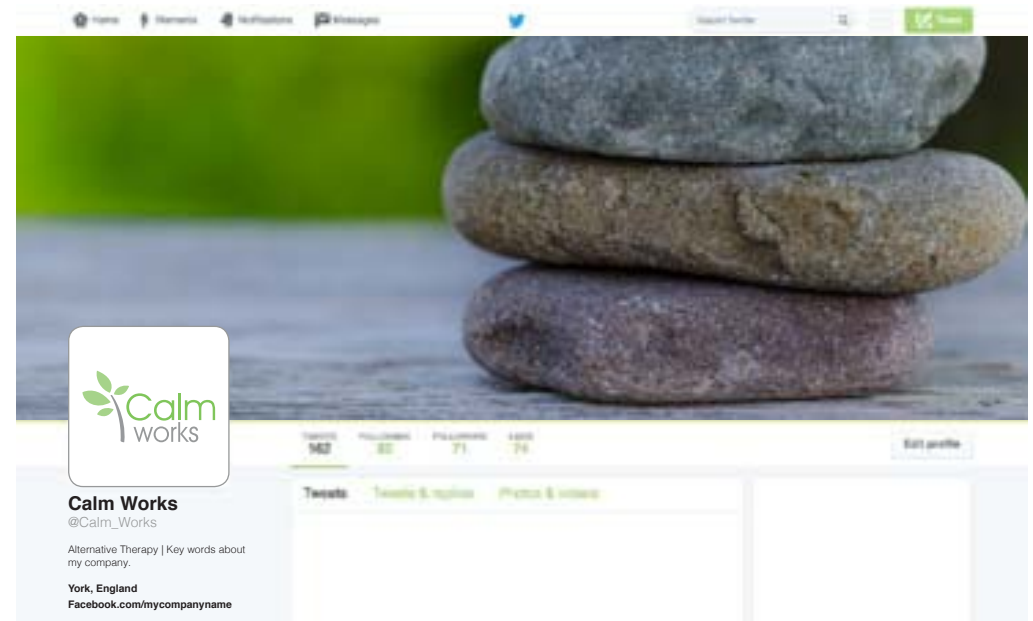


Logo design v2c

Logo design Two development amends

Design stage 2 Visualising the 'look and feel' of the brand

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Design stage 2 Visualising the 'look and feel' of the brand



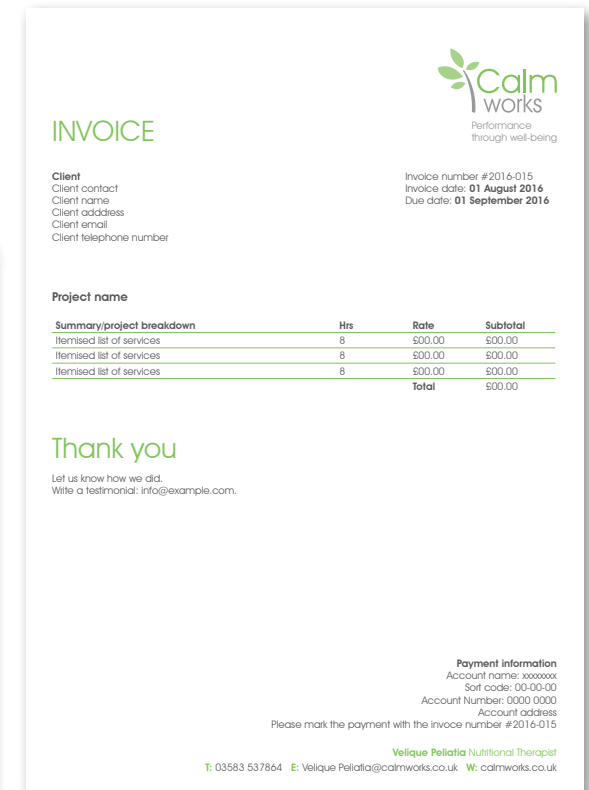
Business cards



Compliment slip



Letter Head



Invoice/order form

Design stage 3 Finalising brand guidelines

Logo Design Corporate guidelines sheet



Logo Design Full set of file formats supplied



Colour logo
Spot colour .ai
CMYK .ai, .jpeg
RGB .ai, .jpg, .png



White logo
Spot colour .ai
CMYK .ai
RGB .ai, .png



Black and white logo
Spot colour .ai
CMYK .ai, .jpeg
RGB .ai, .jpg, .png

Logos are supplied with transpenet backgrounds for .ai and .png files.
Depending on the logo .jpeg files will have white backgrounds.

Logo design examples





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Find out more at

- 🌐 MichelleHughes.co.uk
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- 🐦 [@Design_York](#)

Contact me at

- ✉ michellehughesdesign@outlook.com
- ☎ 07808 472379