



---

# CREATING YOUR *Visual Identity*

**STEP 1**

Clarity

**STEP 2**

Develop

**STEP 3**

Design

---

YOUUDAN*design*  
*Clarity Through Creativity*

# Clarity

## It's all About You.

That is a lie, I'm sorry. It is not all about you, it is about your customer.

Of course personal preference comes into the equation when starting a design process such as this, but building a visual identity requires getting very clear on your business, your customer, looking at your industry and identifying potential opportunity in the market.

We want to create interest, create impact and build a tool kit of visuals that can adapt as your business grows and always communicate your value.

## STEP 1

- Yd Understanding You and Your Business
- Yd Understanding Your Industry
- Yd Gaining Clarity on Your Strategy



*Blend strategy and design,  
combining logic with magic*



# Developing Your Visual Identity

## Building a Visual Identity & Dynamic Design Framework.

Having the bravery to innovate and try something new will be important in this process of building a **stand-out visual identity**.

A framework, or system of design, that communicates your value, unifies your content and clarifies your message; will give you the confidence and consistency to grow your business.

Aligning your vision, mission and core message, will be the foundation in which we refer to, during every step of this journey.



## STEP 2

- 📌 Develop at least three concept designs considering:
  - 🔸 The sensibility of typography
  - 🔸 The connection with photography/illustration
  - 🔸 The reaction to colour
  - 🔸 How the design will compliment the strategy
- 📌 Design Proposals Presented
  - 🔸 Decide on 1 concept/combine elements from numerous concepts
- 📌 Logo Design - Including primary & secondary logos, symbols & marks



*A strong strategy will free your visual identity to evolve and grow*

# Designing Your Outreach

## You Don't Own Your Brand, Your Audience Does.

Your brand is the perception of your business by the people who experience your business.

Through online outreach, customer service or what your client says to their friend over a Friday beer.

There are infinite possibilities of how your business can be viewed, understood and perceived by your audience. We can manipulate and influence that interpretation by controlling your output; your visual identity

## STEP 3

- 📌 Developing identity & Finalise how the spirit of your business will be communicated in a visual way
- 📌 Creation of Visual Identity Guidelines

Building a visual identity with personality in human-like terms will be key in connecting with your audience.



*Visuals are processed in our brains 60.000 times faster than text*

# CREATING YOUR *Visual Identity*

## STEP 1

### Clarity

Highlights:

- Brand Audit
- Client Questionnaire
- Customer Journey
- Touchpoint Analysis
- Industry Analysis

## STEP 2

### Developing Your Visual Identity

Highlights:

- Brand Consultation & Strategy Session
- Creative Brief
- Design Concepts & Proposals
- Design Development
- Logo Design

## STEP 3

### Designing Your Outreach

Highlights:

- Creation of Visual Identity Guidelines
- Finalising & Deliver all Assets
- Finalising & Deliver all Templates



## *A little more info about* YOUUDANdesign

I work in partnership with purpose-driven businesses to help them gain ownership of their messaging and clarity over their strategy. In an **exercise of exploration and imagination, we go beyond design to build a dynamic brand identity** that reflects their aspirations, grows with their ambitions and connects with their audience.

Three steps to designing a visual identity that will stand out – and stand the test of time.

The approach I take is deliberately logical and deeply personal. Because I believe effective communication starts with you and your audience. So I'll get to know your business and your customers, helping you to gain clarity over your messaging and your market.

With a better understanding of your unique proposition, we can start getting creative. Translating your core values into visuals with impact. That repeatedly, consistently connect with your target audience and support your strategic objectives.

*"Build a brand, not a business"*

- Sir John Hegarty





Using hexagons is a nod to the honeycomb building structures of bees.

It helps communicate my love of collaboration, building relationships, working as a team & creating something worthwhile.

[YOUDANdesign.com](http://YOUDANdesign.com)  
[kim@kimyoudan.com](mailto:kim@kimyoudan.com)

*This is me, Kim*



Have some unanswered questions?

[Book A Call With Me](#)

[Or send an Email](#)