



CREATING YOUR *Visual Identity*

STEP 1

Clarity

STEP 2

Developing your Visual Identity

STEP 3

Designing your Outreach

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 customer, looking at your competition 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.

STEP 1

Understanding Your Brand

-  Brand Audit - Gain clarity over your current situation

Understanding You

-  Learn about your venture, your audience, your challenges
-  Identify elements of your story that may shape the visual identity of your business
-  Clarify your true purpose and core message

Understanding Your Competitors

-  Competitor Analysis - Determine areas of opportunity



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

- Yd Brand Consultation - Discuss the touch points of your business
- Yd Discuss how strategy and design will work together
- Yd Determine the creative brief
- Yd Develop three to five concept designs considering:
 - Yd The sensibility of typography
 - Yd The connection with photography
 - Yd The reaction to colour
- Yd Design Proposals
- Yd Decide on 1 concept/combine elements from numerous concepts
- Yd Create a framework for the visual identity



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 say's 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

- Yd Finalising how the spirit of your business will be communicated
- Yd Creating Deliverables (determined in creative brief)
- Yd 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

Brand Audit
Client Questionnaire
Competitor Analysis

2 - 3 weeks*

STEP 2

Developing Your Visual Identity

Brand Consultation
Strategy Session
Creative Brief
Design Concepts
Design Proposals

3 - 4 weeks*

STEP 3

Designing Your Outreach

Finalising all Design
Creating Deliverables
(determined in creative brief)
Creation of Visual Identity Guidelines

1 - 2 weeks*



*All timings are a rough guide and subject to communication & decision making speeds between both parties.

We use hexagons in our visual brand as a nod to the honeycomb building structures of bees.

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

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This is me, Kim



Have some unanswered questions?

[Book A Call With Me](#)

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A little more info about

YOUDANdesign

Shaping an abundance of ideas and creative uncertainty into a clear visual brand that communicates your value, bringing your business to life.

At YOUDAN design we strive to build on the existing foundations of purposeful endeavours, helping value driven people communicate with their audience.

Our design philosophy is based on creating visual continuity throughout your business, communicating in simple ways to create impact and incite trust.

By ensuring all your outreach spreads the same message and attracts your preferred audience we will build brand recognition and showcase your unique offering.

"Build a brand, not a business"

- Sir John Hegarty

