

Visual Brand Aura

This is the stage where big ideas become reality by perfectly designed visuals to represent 'who you are' by our award-winning creative team.

Our 'brandeurs' have been contributing to the previous steps of the process and now they are in the spotlight. They know about your strategy and verbals and will get into their creative grotto to translate everything into graphic language. The business and engineering teams will also join them to share ideas and provide feedback once they come up with their initial sketches. Before the creative team members have their retreat, the strategy and creative teams get together to help you draft your creative brief and any special briefs as needed. The brief(s) will guide them throughout their creative process.

View an exceptional case study of how we helped a client transform his business before even the branding process was started.