

# BRANDING SUITE WORKFLOW



*YOU - THE CLIENT*



*ME - THE DESIGNER*

## PRE - PROJECT

Pay 50% deposit + sign project contract

Book project + send Branding Questionnaire

Fill out questionnaire + submit via Client Portal

## PHASE 1

Create brand design brief + send to client

Sign off on design brief and/or provide feedback, then relax!

Start the branding concepts drafting process

## PHASE 2

Send first draft of concepts

Review first draft + provide feedback within 3 biz days

Make revisions + send back

Sign off on brand concepts + skip to phase 5 (or request revisions)

## PHASE 3

Send second draft of concepts

Review second draft + provide feedback within 3 biz days

Make revisions + send back

Sign off on brand concepts + skip to phase 5 (or request revisions)

## PHASE 4

Make revisions + send back to client

Sign off on final concepts (or purchase more revisions)

Final files are saved in .svg .pdf .jpeg .png .eps formats

## PHASE 5

Pay final installment

Send client all final branding files via Google Drive

## PHASE 6

Engage in all the brazen self-promotion! Plaster your branding everywhere! Throw a soft launch party! Make a toast to yourself! Celebrate however you want, just make sure you do, because after all, you just levelled-up your visual brand identity!

## POST - PROJECT

Tell all friends / colleagues / running buddies / biz-savvy family members about Chels Aps Graphic Design!

Post samples of client branding to chelsaps.com with shoutouts + links to your biz!