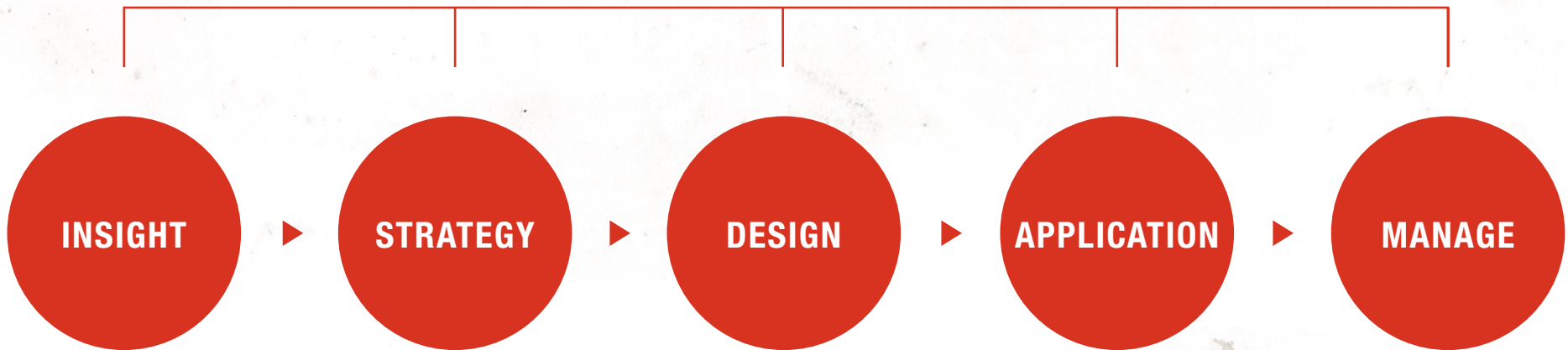


# THE PROCESS



## + STEP 1 **INSIGHT**

- Understand the organization and what it does
- Interview key personnel
- Clarify mission, vision, goals, markets and values
- Assess brand and conduct internal audit
- Conduct competitive audit

## + STEP 2 **STRATEGY**

- Synthesize research and findings
- Narrow the focus
- Develop a positioning platform
- Co-create brand brief

## + STEP 3 **DESIGN**

- Develop and maintain key messaging
- Design brand identity
- Examine and re-examine applicability
- Create brand architecture
- Present design strategy

## + STEP 4 **APPLICATION**

- Finalize brand identity design
- Systemize all touchpoint applications
- Apply brand architecture
- Examine and re-examine applicability
- Finalize brand architecture and touchpoints

## + STEP 5 **MANAGE**

- Develop standards and guidelines
- Internal brand launch and education plan
- External brand launch plan
- Schedule and conduct future QA audit