

roccoco

client guide



What to expect when working together

WELCOME TO
Studio Roccoco



I'm so excited that you are interested in working together on this very important part of your brand journey.

This guide contains some useful information about working with me, including what to expect from the process, the timeline and my approach. If you are interested like what you read and would like to begin working with me, please get in touch and you will receive a more detailed welcome pack with more information on my fee, approvals and additional services.

If you have any further questions about working together, please feel free to get in touch.

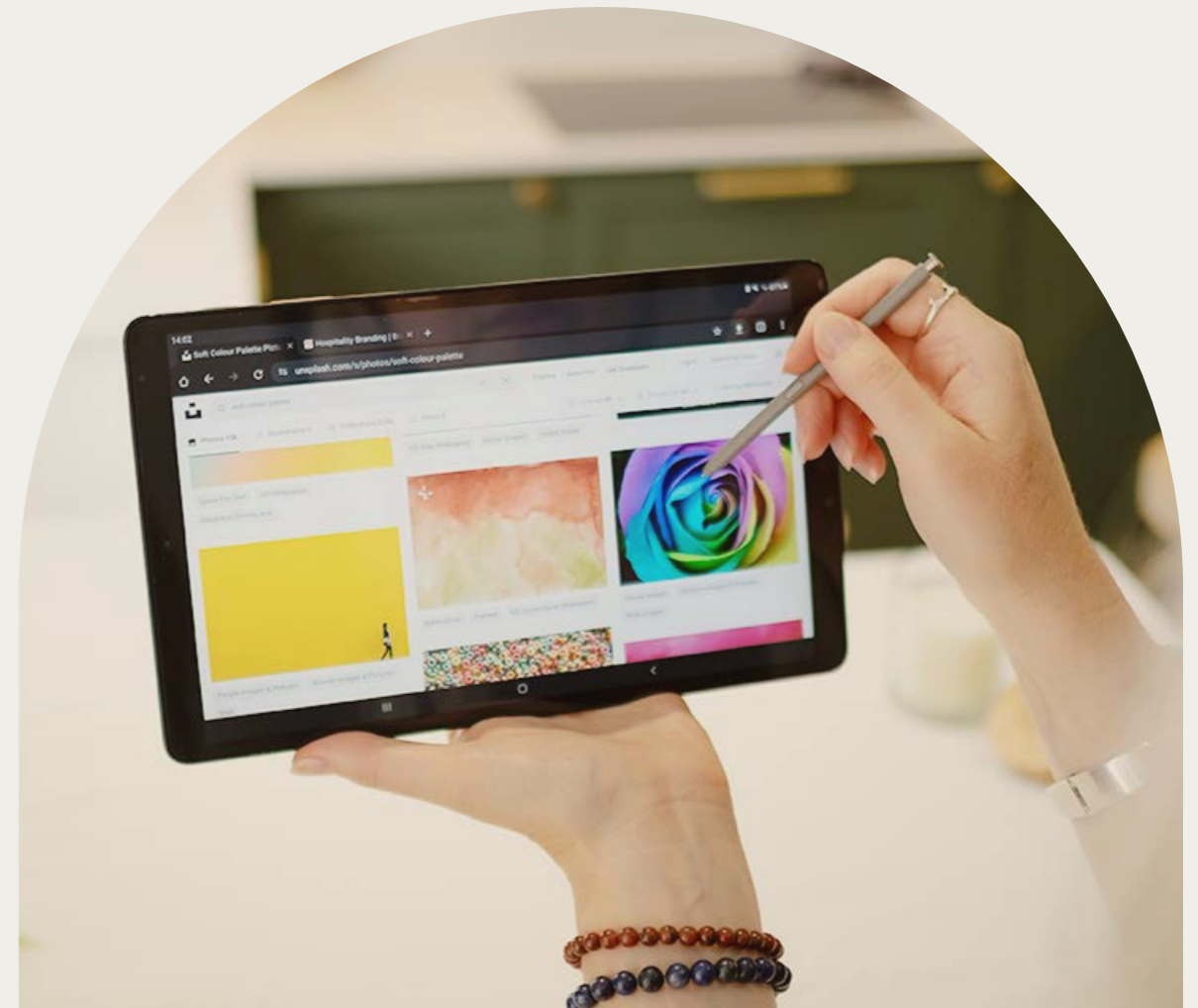
Fiona

*Home of the brand
alchemy method*

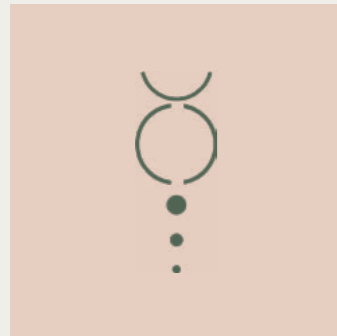
After working for 15 years as a freelance creative and contractor for design agencies in London and Brighton, I discovered there was a missing link between a client's brief and the designer's creative response. I made it my mission to create a seamless and robust approach that would capture the essence of a brand so deeply that the designer would feel primed with everything they needed to be able to provide the perfect creative solutions.

The Brand Alchemy Method was born and as a unique formula that gives creatives the edge over their competitors and their clients the edge over theirs.

When you choose to work with me directly, you are choosing to work with the founder and creator of The Brand Alchemy Method and I am delighted to be able to share it with you one-to-one.



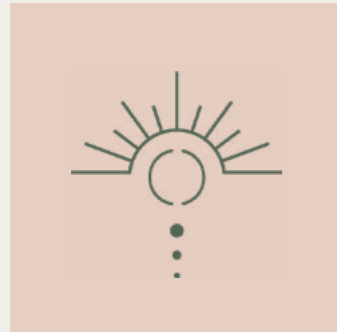
The process



PHASE ONE

Brand audit

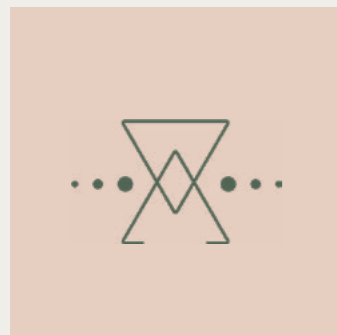
All brand work begins with an audit, during this phase I will ask for any business plans and background work or strategy you have done so far. I will also direct you to some resources to help you contribute essential insights that will provide the foundation needed for the next phase.



PHASE TWO

Brand review

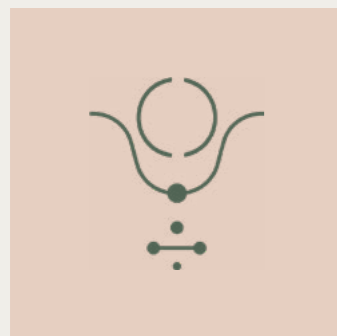
Your audit responses will be reviewed and assessed, aligning brand psychology with a deep understanding of your strategic aims. At this stage I offer a report capturing all that I have found, what it means and how it could be represented through your visual identity, tone of voice and overall brand identity.



PHASE THREE

Brand solutions

With the audit and alchemy as my guide to your perfect branding, I will provide three creative routes for the visual identity that follow slightly different themes based on important values that represent your brand. From these you will be able to select your favourite route to develop further.



PHASE THREE

Brand bible

As I develop the branding into a tool kit of files for you to start using, I will capture all the elements in a brand bible, providing you and any external freelancers with a concise guide on how to apply the branding to future pieces of work and how to best represent the brand, visually.

The timeline

Meet & greet

Welcome, meeting stakeholders, introducing resources to support client contribution, scope of works discovery, fee estimate and approval.

Client contribution 1 week

Clients are encouraged to complete essential homework before the brand audit and alchemy can be performed.

Competitor analysis 2-3 days

This is an optional extra or it can be provided by clients for my assessment and consideration as part of the brand audit.

Assessment & brief 2-3 days

Homework assessment and psychological links to the core values and mission statement help to create a unique brand formula and brief.

Audit presentation

Presentation of the brand audit results, colour palette analysis and moodboards that establish clients' preference in style and design approach.

Creative routes 5-7 days

Design of three creative routes based on preferred approach, core elements of the brand personality and highlighted objectives.

Concept presentation

Presenting the three creative routes with mockups showing potential application and background on their inspiration.

Concept development 3 days

The preferred concept will be developed further based on feedback of the creative routes and any additional requests.

Concept approval

Clients are sent a revised version of their preferred concept for review and approval.

Handover 5 days

Once approved, the chosen branding will be translated into multiple assets and templates, providing files for all the elements and capturing their usage in a brand bible.



Deliverables

On completion of your brand project you will be provided with the following deliverables as standard. Any templates can be supplied in Adobe or Canva based on your preference. All graphic files will be saved as eps (for print), png (for digital) and svg (for web). Please let me know if you require any additional file types outside of these at quote stage.

- Logo and variations • Favicon • Supporting brand graphics / illustrations •
- Business letterhead template • Business card template •
- Basic icon set • Website application example •
- Editable Insta / FB templates • Linked In profile branding •
- Image style recommendation • Brand bible •

I will always check at our initial meeting what deliverables you require and ensure any additional items outside of this list are included in the price and final handover.

Additional services

The following services are optional extras and are not included in the standard branding price. Please let me know if you would like to add on any of these options at initial meeting stage so that I can factor them into the timeline and ensure your project schedule is accurate and kept on track.

- | | | |
|-----------------------|--------------------|------------------------|
| Website design | Photoshoots | Copywriting |
| Large format graphics | Art direction | Illustration |
| Product packaging | Look books | Interior branding |
| Marketing materials | Brand guardianship | Signage and wayfinding |
| Promotional items | Onboarding | Shop frontage |
| Event materials | Design training | Uniforms and apparel |
| Menus | Tone of voice | Moodboards |





ROCCOCO
Brand Alchemist