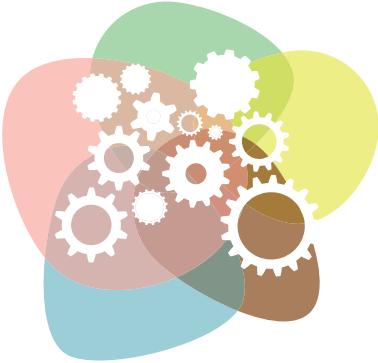


method

(design studio)

oscar_{LLC}



a guide to our process.

{the method we follow and a guide for you}



MAKING PEOPLE LOVE YOU.

Over the years, we've found that branding is a commonly misinterpreted – or even overlooked – element of owning a business. Oscar Design Studio works to help business owners understand the importance of branding. Of course, design is Oscar's heart and soul. Owner and design director Amy Mescia heads the design, branding, and business development efforts for Oscar's clients.

“My passion is to make my clients stand out from their competitors. I also strive to guide company owners, to stretch beyond what the standard design studio offers, and to really show them how functional branding can make their business better.

I always have clients telling me how their customers love their business cards or website – hearing that is gold to me. That is my goal, my success, my reason for this business.”

- Amy Mescia
Founder and Design Director

what is branding?

It's all around you. It makes you think, it makes you remember. It makes you buy. It makes you call. It makes you follow. It makes you buy.

Branding is a disciplined process used to build awareness and extend customer loyalty. It is about visuals that draw a consumer to choose one company over another. It gives companies the drive to lead and outpace their competition.

Brand Identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, and even watch it move. Brand identity fuels recognition and unifies many varied elements. It's how your customers feel when they receive a thank you card, or walk into your store, or speak with your customer service agents. It's the tone of your business. It's the emotion connected with everything you sell or you do.

It's everything.



RETRO
BRANDING



MODERN BRANDING

WHY DOES MY COMPANY NEED A BRAND?

There are many reasons companies seek out the help of a design studio for a brand mark. Here are the most common reasons you might turn to Oscar Design Studio:

1. My company needs a brand, period!
2. My company's name has changed.
3. My current brand needs an overhaul.
4. We don't look cohesive.
5. We've merged! We need a new look.
6. We have a new product and we need a fresh look.

WHY INVEST IN PROPER BRANDING THROUGH A DESIGN STUDIO/AGENCY?

1. It brings recognition to your company.
2. It makes it easier for the sales force to sell.
3. It makes it easier to build brand equity.
4. It holds long-term investment value for selling the business.

WHAT IS BRAND EQUITY?

The value of brand recognition. Brand equity increases the value of an otherwise indistinguishable product. For example, consider two soft drinks that taste exactly the same. If one has a great deal of brand recognition, and the other does not, consumers will be more likely to buy the one they recognize. This increases the value of the drink with brand recognition in the minds of consumers. Brand equity is difficult to measure (as are all intangible assets), but is important in determining the value of a product or the company that produces that product.

Our process doesn't end once you pay the final installment. Should any design-related questions crop up, Oscar is here to answer them.

THE PROCESS.

BECAUSE...

We want you to understand how it all works.



1

CHIT CHAT?

CONSULTATION / THE DESIGN BRIEF

Client consultation is a critical step in branding. We need to look into the heart of your company and find out what you are all about. The “interview” will be followed up with a design brief/proposal that will allow you to review the information we've obtained from the meeting. The sample questions at the end of this guide provide a quick briefing for our interview.

STAND OUT. 2

RESEARCH

We review client information, then research and brainstorming stages follow. We focus on competitors, market trends, product/service differentiators, the history of the business, the future, the current brand, and the brand you're aspiring toward.

3

ON PAPER.

SKETCHING

Sketching – whether by hand or computer-generated – creates a strong set of possible directions. Font analyzation and color analyzation start to take place during this stage.

4

TECHNOLOGY + LOVE.

RENDERING

We normally narrow the design focus until we have five strong options for developing. The rendering stage involves taking these options and transferring them into presentation form in Adobe Illustrator, Photoshop, and finally Acrobat.

DO YOU LIKE? 5

PRESENTATION

The design presentation is supplied as a PDF file, with each concept shown in context, using digital mock-ups. We prefer to meet in person (if location permits) and walk the client through each mock-up.

Otherwise, we can handle this step over Skype or the phone. The client considers the designs and prepares feedback based upon how the ideas relate to the target audience.

PERFECT.



FINISHING TOUCHES

Following client review, we'll either finalize the project or make the agreed-upon revisions. Our aim is to create a visual identity that works for the respective business for many years to come. There's always flexibility in Oscar's process.

BRANDED!

ARTWORK/SIMPLE BRAND GUIDE

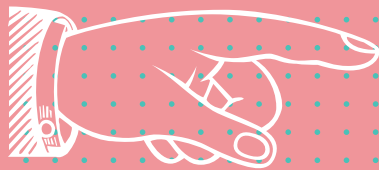
Artwork is supplied via email and/or made available for download. Where the brand mark is concerned, files can be scaled to any size without loss of quality. We're happy to cater to specific file requests. After artwork is prepared, we also provide you with a Simple Brand Guide. This guides you through the usage of your logo and gives you the background on the design. This is your "instruction book" to your new brand.

AND BEYOND...

FULL BRANDING

Branding doesn't just involve the logo – it includes everything from the website to the business cards and tags on your products. It's the customer service, the look of your store, the way you answer the phone call. Let Oscar help you understand what you need...

WHAT WE NEED TO KNOW



LET'S GET TO KNOW YOU

We need to get to know your business, and a consultation will help us do just that. Before we meet, please answer these questions as best as you can. These are your notes to keep.

How did you start the company?

Is there a story that is unique to your company?

How would you describe your services and/or products?

What are the long-term goals of your company?

Why do you want a new logo? (If you already have one)

What do you want your new logo to accomplish?

Who are your main competitors? Can you provide websites for 2-3 competitors?

Do you have any colors that you do not wish to use?

How are you different from your competitors?

What adjectives should best describe your logo?

What's the age range of your target customer base?

What feeling or message do you want your logo to convey to those who view it?

PROJECT-RELATED QUESTIONS

Do you have a tag line? If so, would you like it stated alongside your logo?

How do you prefer your logo to be worded or written out?

Example: thedesigncubicle or the design cubicle

Do you have any specific imagery in mind for your logo?

Where will you logo be used?

Example: print, web...

Do you have any color preferences, or existing brand colors?

What's your preferred deadline, time frame or exact date of completion?

Would you like any additional design services to be packaged with your new logo?

What logos appeal to you and why?

YOUR COMPANY, AS A WHOLE

What is your mission statement? What do you want your customers/clients to know about your company? What drives your company?

QUESTIONS FOR US / NOTES FOR YOURSELF

Use this section to jot down a few questions you have! :)

Doodles are
good, too!



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Tweet: [@SayHelloToOscar](https://twitter.com/SayHelloToOscar)