

# SO, YOU'RE REALLY DOING THIS? ARE YOU EXCITED TO GET STARTED?

**I sure am!**

Welcome to the second step of bringing your vision to life! Yes, the second step, because you've already taken the first step by conceiving the idea. All I'm here to do is to take what's in your head and make it real, tangible, make it life.

In this Welcome Packet you'll find the info you need for your new project to run smoothly. Take your time to read through it, as well as the other documents I've attached. I'm available to hop on the phone or answer any questions by email to clarify anything further.

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*Erika*

## WHAT'S INCLUDED:

### WELCOME PACKAGE:

- ① **QUESTIONNAIRE**- an online form for you to fill out to explain your project.
- ② **PROCESS**-step by step of what to expect during the design & build process.
- ③ **CHECKLIST**-to make sure everything is ready to get started!
- ④ **WHATS NEXT**-given instructions on what to do next.

*Branding*- Brand Identity is essentially 'how' a business wants to be perceived by customers. It is through brand identity design that a brand strives to communicate clearly with the target audience. Brand identity is the combined message transmitted via the brand name, logo, style and visuals.

# *brainstorm*

## WHAT YOUR BRAND STANDS FOR

### Define your **brand's mission**

In 3 to 5 sentences describe what your business hopes to accomplish for your customers and why. Every successful brand meets an ongoing need. What customer need inspired you to start a company?

### Determine your **target audience**

Who is your average customer? Think about their lifestyle and habits. What are their hobbies? What defines their family life? Are they leaders or followers?

### Recognize your **competitive advantage**

What makes you different from your competitors?

# *think about*

## WHAT YOUR BRAND SHOULD LOOK LIKE

### Perform an online **image search for logos**

In your industry, and become familiar with the common graphics your competition is using in their branding efforts.

**PRO TIP** → Which logos are most eye-catching? Which are forgettable? By researching competitors' logos you'll also ensure yours won't get lost in the crowd.

### Define your **brand personality**

If you were to describe your brand as a person, what characteristics would come to mind? Feminine or masculine? Trendy or traditional? Playful or serious? Loud or quiet? Young or mature?

**PRO TIP** → This will help your designer define the visual characteristics that should represent your brand.

# HOW DAUNTING IS THIS DESIGN/ BRANDING PROCESS?

**It's only daunting if you're not clear of the process and don't have a person like me helping you!**

The process is different for every client depending on the scope of the project. You may need less or more of what's listed below. This is just an overall view of how the whole process works from top to bottom (ex: website, logo, social media, printed material)

As we move further along, I will highlight all the specifics needed for your exact project. Yes, it can be kind of daunting, but we will work on this baby together! Just breathe, it will get done!

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## THE OVERALL PROCESS:

- ❑ **Clear Mission:** Find your why.
- ❑ **Target Niche:** Find your area of focus and identify your strengths.
- ❑ **Target Audience:** Identify who your ideal target audience is, what their needs are and the best way to connect with them.
- ❑ **Brand Values:** Determine how you will do business.
- ❑ **Brand Boundaries:** Know when to say no to something that doesn't fit your brand.
- ❑ **Brand Message:** Ensure you are communicating your message across all platforms.
- ❑ **Custom Domain Name:** Secure a custom URL with your business name.
- ❑ **Custom Email Address:** Get a personalized email address with your domain name.
- ❑ **Logo:** Create a high-quality and concise logo that reflects your vision.
- ❑ **Printed Marketing Material:** Carrying your brand identity in every single piece of correspondence you issue to customers.
- ❑ **Social Media:** The perfect opportunity to reach your target audience and build your brand.

# OK, SO EXACTLY WHATS TO HAPPEN NEXT?

**You've got some homework to do.** That's if you haven't done it already. But don't worry, i'll help you along the process of planning and executing your project.

- Do you already know how you want your logo to look?
- Do you have any sketches or images?
- Do you have a font style in mind?
- Color palette?
- Do you know what size you need your final document to be?
- Is your design going to be printed on clothes, flyers, banners?

**Do you have a realistic budget in mind?** I'll try my best to work within your expected budget, but please remember, do to the scope of work, prices can easily fluctuate. Don't fret, payment options are very flexible.

**I will be emailing, calling, texting, whatever it takes as your design consultant to make sure we stay on task.** Miscommunication can easily creep up when it comes to turning a thought into a design. I'm a very patient person, and have realized we won't always get it right the first time around. But as long as we work together, we truly can overcome all hurdles and obstacles.

Once I email you a contract, terms and conditions and projected fees, please read and sign, and send back along with your deposit. I will then begin to help mold your vision into a beautiful, well-thought out, professional graphic!

Please, don't hesitate to reach out if you have any questions about anything. If you are ready to move forward, please go to the online link to fill out the Questionnaire and send back and we'll move forward from their!

**Congratulations on making this big step!**