

SERVICES GUIDE

Branch 
Creative
Co.



HELLO!

Thank you for reaching out (sometimes the hardest step to take) and for the opportunity to quote your upcoming brand project!

I am Melissa, Owner and Creative Director of Branch Creative Co.

Design has been a passion of mine for years—from my early days (before even turning double digits) when I would put together the “family newsletter” using Microsoft Paint, to my first real job as a designer at a large print shop...I have always loved this industry!

I started my company in 2009 as a side hustle while working full time as the Creative and Communications Manager at our local Visitor Bureau. As my family grew, I was blessed to be able to grow my side hustle into a full blown design studio! Since then, I’ve built a team of contracted designers to help me manage it all—they are such an awesome addition to my company and a great asset to all of my clients as well.

My home studio is located in Brandon, SD where my husband and I have two daughters. Fun fact: we are also the owners of Severance Brewing Co. located in beautiful downtown Sioux Falls!

I look forward to the possibility of working together on your upcoming project.

Cheers!

Melissa Heckel
Founder + Creative Director

OUR MISSION

It is our passion to work with businesses as an extension, or branch, of their team to provide branding and design services. Our mission is to work alongside of you, to help your business grow and succeed in the best possible way!

OUR VALUES

We value honest communication, over the top customer service, an organized process, and creative solutions.

Our relationships and client experience are of the highest value to us. We work hard to serve our clients throughout the entire branding process and genuinely want to guide you as you build your brand—from helping make decisions, to encouraging you on and celebrating the wins.

OUR DESIGN

We value strategy and believe that a brand is much more than just the visual elements. We know that powerful design is essential to business success. We believe that simple is best, because it allows each design element to shine while sharing your story, values and messaging with the world in a professional and impactful way.



"A HUGE thank you to Branch Creative Co.! Melissa was absolutely wonderful to work with, our new logo and branding beautifully reflects our clinic, and our new business cards were personally delivered with personalized cupcakes! We couldn't be happier."

Amanda Briggs Davis, Owner

The Wellness Collective

BRAND STRATEGY

Brand Strategy is the foundation for all branding projects that we take on here at Branch. We get to the core of your business before ever starting the design phase. It's just that important!

SO WHAT IS IT?

During the Brand Strategy phase, we talk through every little detail of your company to unpack WHO you are and WHAT you are about, including:

- + Brand Story
- + SWOT Analysis
- + Target Audience
- + Brand Values
- + Competitor Overview
- + Brand Voice
- + Brand Purpose
- + Market Fit
- + Customer Personas
- + Brand Keywords
- + Brand Vision

After our Strategy session, I'll curate a customized Brand Strategy document and presentation that will act as the guide and launching point for the visual design phase.

WHY DO BUSINESSES NEED IT?

Everything about your brand should be intentional, because it is about so much more than a beautifully crafted logo. Brand Strategy is the blue print for your business— from how you visually present yourself to the world through logos and graphics, to how you speak to and interact with your clients, and all the touch points in between.

Strong brands (no matter the size of the business) are anchored in strategy.

They are developed with a purpose in mind. They speak and connect with their target audience on an emotional level.

We're here to help you do this every step of the way.

THE ONE CONCEPT METHOD

Developing your company's branding is all about your company and your target market, not your personal preference. It's Important that what's best for your brand takes the front row, rather than choosing your favorite personal aesthetic (as tempting as it may be to choose your personal favorite color for your brand).

The old industry standard in the graphic design world was to present clients with several primary logo options, let them pick their favorite (or worse, combine attributes of multiple logo options into one final logo), and then build out their brand from there. We used to do the same, but have since shifted to a one concept studio after noticing countless and significant setbacks with this approach.

When giving clients too many options to choose from, we noticed that it was incredibly hard to review the concept from a objective approach. With the one concept method, we— as the design professionals— conduct in-depth research on your company and target audience before exploring various design concepts, then choosing to spend the majority of our time building out the best, most succinct concept. Not to mention, we're saving time (and therefore money!) by simplifying our process and in turn, making it more efficient, effective and streamlined.

We confidently stand behind the one concept method at Branch Creative, and would be more than happy to answer any questions you may have!

OUR PROCESS

STEP 1 | **ON-BOARDING**
We'll send you the Design Service Agreement and an invoice for the 50% deposit to be paid to book the project. Then we'll schedule your strategy session!

STEP 2 | **BRAND QUESTIONNAIRE**
The first order of business will be a little homework for you to review before our strategy session.

STEP 3 | **BRAND STRATEGY**
We'll review and unpack Brand Strategy together in person or over Zoom, and then create an in-depth strategy presentation as the groundwork for our visual design.

STEP 4 | **CONCEPT DEVELOPMENT**
Next, we'll dive into visual design—colors, fonts, logo, marks, patterns, icons, and more. We'll present this in PDF and video presentations that will include mock-ups so you can visualize your brand in action.

STEP 5 | **CONCEPT REFINEMENT**
We'll refine anything that needs to be tweaked to feel absolutely perfect for your brand. Two rounds of edits are included if needed.

STEP 6 | **BRAND COLLATERAL**
We'll design any print and digital collateral per your chosen branding package to support your brand out in the wild. We can also provide you with any needed print quotes and help bring your project to life in a real, tangible way!

STEP 7 | **BRAND STANDARDS**
We'll package up all of your files and send them over in an organized Dropbox folder for you to download and save. We'll also include your Brand Standards document to help you know when and how to utilize your new brand visuals.

STEP 8 | **WEBSITE DESIGN**
After your new brand has been established, we will begin the web design process if you have hired us for this.

STEP 9 | **LAUNCH**
This is the exciting moment when we get to launch your new brand out into the world!



“Every interaction,
in any form
is branding.”

Seth Godin

THE INVESTMENT

Just like any aspect of your business, Brand Strategy and Visual Design are investments into the growth and longevity of your company. On a personal level, it will build up your confidence and give you enhanced focus and clarity to go out and attract those dream clients.

We always create custom quotes for each client, because no two clients are alike or have the exact same needs. We believe in honesty and transparency and will never try to talk you into something you don't need. After an in-depth intro call, we will provide you with a quote specific to your company.

All of our projects start with Brand Strategy as the foundation. Most of our clients have invested between \$3,500 - \$10,000, although there are outliers on each side of that range.



FAQ'S

WHEN CAN WE START?

We take the time needed to do Brand Strategy, and do it well. Because of this, we only book a limited number of clients at a time. Clients will be booked on a first come, first served basis. A non-refundable deposit of 50% is required to get your project booked.

HOW LONG WILL IT TAKE?

A typical branding and visual identity project will take between 5-6 weeks from start to finish, depending on the chosen package and the amount of deliverables that need to be created. Websites take 4-5 weeks on average, from start to launch.

DO YOU OFFER ANY PAYMENT PLAN OPTIONS?

We understand that businesses have a range of budgets. We are happy to work with you on a payment plan, if requested.

WHAT IF I NEED MORE HELP AFTER MY PROJECT IS COMPLETED?

We absolutely love working with clients after their initial branding project is completed! Whether it be packaging, stationery, social media graphics, or anything else, we'd love nothing more than to join forces. Just shoot me an email and we can provide a quote for a Design Day to tackle your upcoming projects!

WILL I NEED TO REBRAND AGAIN IN THE FUTURE?

We strive for timelessness and excellence with every brand partnership and the aim is for your branding to last you long into the future. With that, your brand and your company is a living, breathing entity that will grow and evolve over time. Even major brands undergo some refining (look up: Coke, Uber, McDonalds, J. Crew, Apple, or Starbucks for recent examples), especially as their business mission and vision evolve. If, down the road, you feel like your goals and target audience have moved in even a slightly different direction, an refresh may be beneficial. We're always here to give you our honest opinion and work with you if a rebrand would serve you well!

DO I OWN MY DESIGNS?

Yes! We are creating this for you and you will have full rights to your designs, files and the brand guides provided to you as a result of working with us.



“A brand is a person’s gut feeling about a product, service or company.”

Marty Neumeier, The Brand Gap



NEXT STEPS

I'd love to get to know more about you, your company, and your upcoming branding project! Our next step is scheduling an introductory call so that I can determine which of our services will best serve you and your business goals.

After our call I will provide you with a formal project proposal and design service agreement to set everything into motion.

Talk soon!

Melissa

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