



Project **Alignment** Guide

Mission

Phonographik's mission is to help small businesses grow more sustainable and genuine brands through creative business strategy and identity design.



Are We Aligned?

To guarantee a smooth process and quality results, let's first determine if we make a good fit. Because while I can facilitate most creative needs, it doesn't necessarily mean I should.

I can help if you are:

- Launching a new business and need an identity
- Repositioning a tired or misaligned brand
- Introducing a new product to the market

I typically enter projects during the formation of a new business or product or during a shift in brand positioning. So if you've already solved your challenge and simply need design execution, a freelance designer may be a better fit.



How I Help

Creating a genuine and sustainable brand identity begins with a clear and comprehensive strategy because it informs necessity and objectively defines the project direction.

01. Strategy

- Brand Discovery
- Brand Positioning
- Naming
- Messaging
- Copywriting
- Ad Campaigns

02. Design

- Brand Identity
- Brand Style Guides
- Website Development & Design
- Packaging
- Print Collateral
- Signage

All projects begin with discovery so that the solution and design execution are based on facts; not personal tastes, gut feelings, or culture trends.



This Is How a Project Rolls

01. Alignment

We have a complimentary, education/alignment meeting to determine needs, budget, timeline, and abilities.

02. Proposal

If aligned, I'll provide a one page proposal stating what I'll do, what it will cost, and how long it will take. If approved, onto the next step.

03. Agreement

A clear legal agreement that includes the scope of work, cost, timeline, and usage guidelines. Once signed and a 50% down payment is made, we can begin.

04. Discovery

Research is performed to uncover facts about your business, customers, and market. These answers will confirm or deny initial beliefs and inform the creative direction we take.

05. Concepts

Once facts are organized and direction is set, visual concepts begin by sketching, wire-framing, collaging, etc. There are typically a few rounds of revisions and approvals during this step.

06. Design

Once concepts are approved, development and design begins. Then more revisions and proofs until we find alignment

07. Test

Testing (if applicable) is performed to ensure cross-platform compatibility.

08. Deliver

Upon approval, files are transferred, uploaded, launched, and/or printed, per client's request.

Every project must follow this process so that I can ensure quality, reduce redundancies, and stay on brand, on budget, and on schedule.



Cost of Doing Business

I have two methods for pricing work:

01. Per Project: custom (strategy and design)

Every business has their own unique challenges, so I must first understand your specific needs, budget, and timeline in order to determine an accurate project cost.

02. Hourly: \$120/hr (non-creative only)

- Copywriting / Editing
- Website maintenance
- Consulting / Training

For the benefit of both parties, we need to be in full agreement on project scope, cost, and timeline, and have a signed agreement with 50% down payment before I can begin to solve any problem.



Let's Talk. I Can Help.

Call

#608-220-8054

Email

michael@phonographik.com

Visit

phonographik.com

Business Hours

Monday – Friday, 9a – 5p

Phonographik

Brand Identity Studio