

Project **Alignment** Guide

How I Help

I develop creative strategies and identity design solutions for new and growing small businesses (future brands), to help them stand out and succeed in the marketplace.

I'm intentionally specialized. So while I can facilitate most creative needs, it doesn't mean I should. So to guarantee we make a good fit, let's first determine if your business needs fit into one of these categories:

- **I'm launching a new business and need an identity**
- **I need to reposition a tired or misaligned identity**
- **I'm introducing a new product or service to our current offerings**

I offer strategy, development, and design services that are always paired together. And I typically enter projects during the formation of a new business or product or during a shift in market positioning. So if you've already solved your challenge and simply need design execution, a generalist designer may be a better fit.

Strategy Services

- Business Discovery
- Customer Discovery
- Market Positioning
- Business & Product Naming

Development & Design Services

- Brand Identity (logos, color, type, etc.)
- Brand Style Guides
- Messaging & Copywriting
- Wordpress Websites
- Packaging
- Print Collateral & Signage

NEXT: The Project Alignment Process



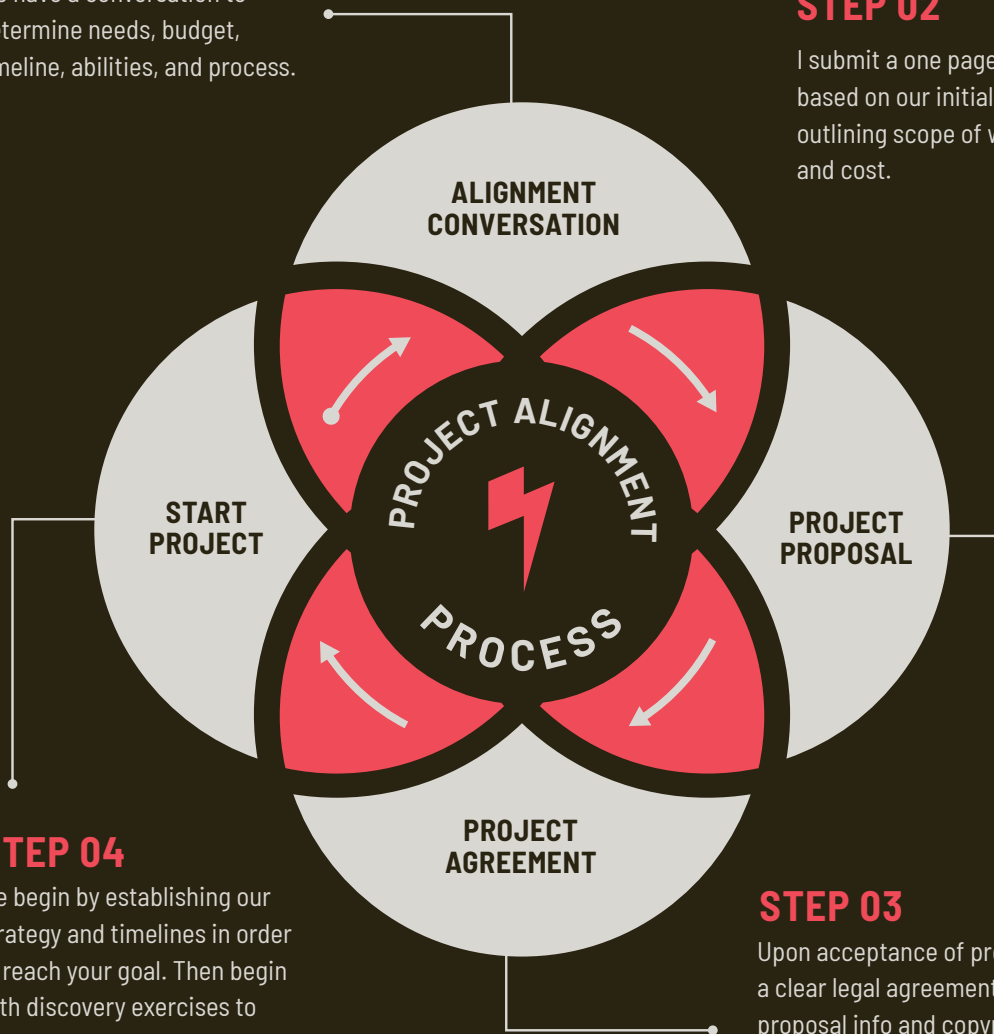
Project Alignment Process

STEP 01

We have a conversation to determine needs, budget, timeline, abilities, and process.

STEP 02

I submit a one page project proposal, based on our initial conversation, outlining scope of work, timeline, and cost.



STEP 04

We begin by establishing our strategy and timelines in order to reach your goal. Then begin with discovery exercises to learn all about you, your customers, and market.

STEP 03

Upon acceptance of proposal, I'll provide a clear legal agreement that includes proposal info and copyright and usage guidelines. Once signed and a 50% down payment is made, we can begin.

NEXT: The Strategy Process



The Strategy Process

STEP 01

Who are you? What makes you so special and better than your competition?

STEP 02

Who are your target customers, influencers, and fans? What do they need from you to make their lives easier/better?



STEP 04

We filter and organize the info from the first steps, in order to form a coherent, clear, and sustainable path to reach design, messaging, and marketing goals.

STEP 03

Where are you positioned in the marketplace in comparison to your competition? What do they offer that you don't?

NEXT: The Design Process



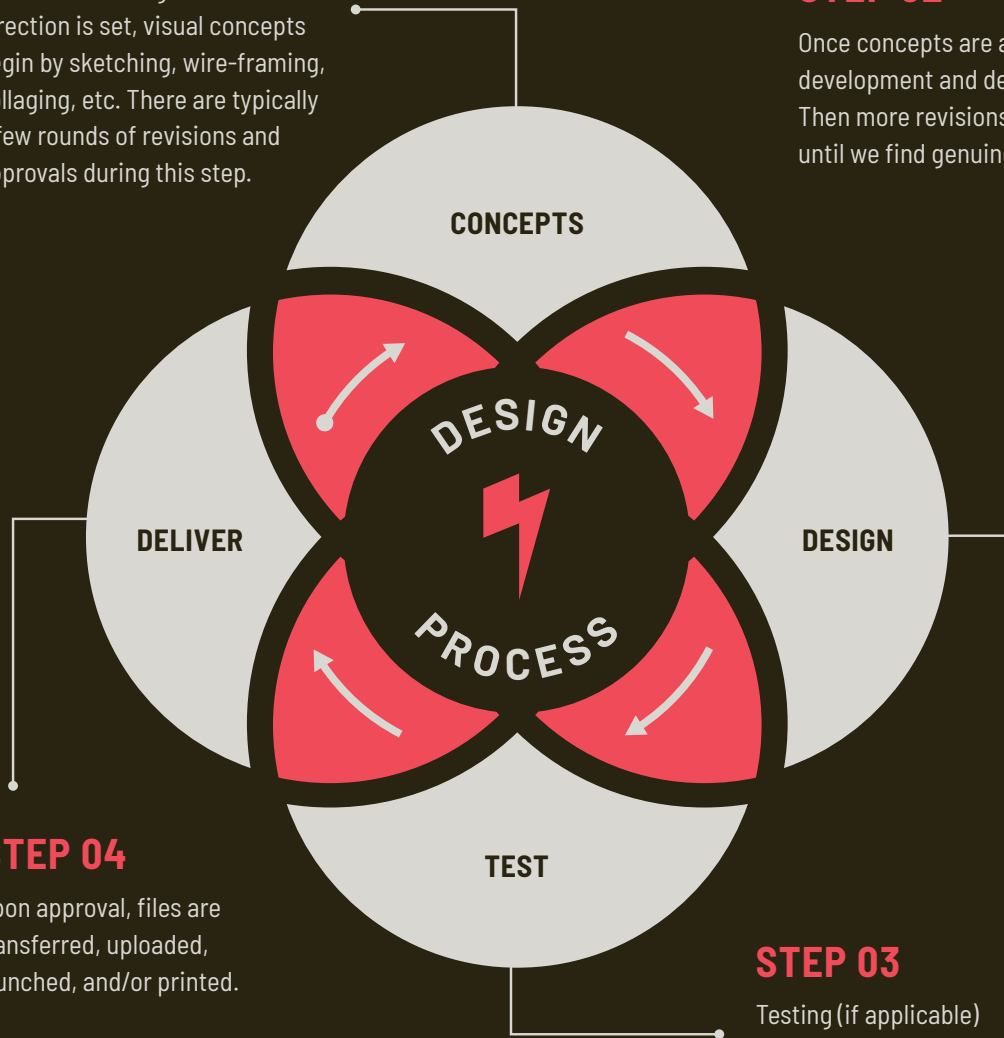
The Design Process

STEP 01

Once facts are organized and a 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.

STEP 02

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



STEP 04

Upon approval, files are transferred, uploaded, launched, and/or printed.

STEP 03

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

NEXT: Pricing & Contact



Project Pricing

I offer custom, per project pricing because every business has their own unique challenges, needs, and goals, so there is no one-size-fits-all solution.

I offer the same expertise as larger creative agencies, yet I'm more cost effective because I primarily work independently, resulting in low overhead costs.

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

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Visit: phonographik.com

Business Hours: Monday – Friday, 9a – 5p



Our mission is to transform small businesses into sustainable brands
through creative business strategy and identity design.