

	BRAND DEVELOPMENT	
<h1>Branding FAQs</h1>		
What are the next steps?	Will I have access to all of my brand resources & where will it be stored?	
Simply reply back to our email to let me know you are ready to go ahead with your project. I will then send you a Proposal where you can select the packages and add on options that you would like. Once you submit the proposal you will sign the contract and pay the 50% invoice deposit to get your project locked in. I also offer payment plans split over 2-3 payments.	Absolutely! All your brand resources are organized and stored on a personalized Trello Board. This board houses all of your logo variations, fonts, color codes, moodboard and collateral designs. Easily share it with team members or your web designer to maintain consistent branding across all platforms and applications.	
How do the payments work?	Do you have a signature design style?	
Upon contract signing, a 50% non-refundable deposit is due. For Australian clients, I prefer EFT payments, while international clients can make payments through PayPal or credit card. Before delivering the final branding/website files, the remaining 50% payment is required.	Although we love to experiment with fonts, colors, and custom graphic elements, our design style gravitates more towards minimalistic, clean & feminine styles. Our goal is to enhance simple illustrations, striking typography & ample use of white space. Visit our Portfolio <a href="#">here</a> .	
How do we communicate through the process?	What do I need to have ready before the project start dates?	
I use Dubsado, a client management system I'll to provide you with a personalized, password-protected client portal. This portal will serve as a centralized hub for all of our project content & administration. Additionally, we can communicate via email & Zoom whenever necessary.	Please complete and return the design questionnaire. It is important that you have a clear understanding of your target audience, business mission, products and services, as well as a general idea of the styles that appeal to your target audience (or those you dislike).	
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