

The Brand Design Process

What it's like to work together

Designed with intention. Created to represent you.

elle knight

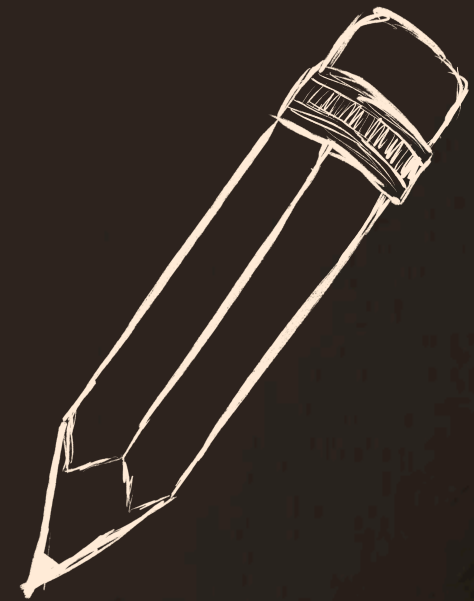
Graphic Designer

An intentional approach to your brand

Your brand is more than a logo. It's how your business is seen, felt, and remembered.

This process is designed to bring clarity to your vision and create a cohesive identity that feels aligned with your work and speaks to your audience.

You don't need to have everything figured out. I'll guide you through it.



01. Let's Connect

Understanding your vision

We begin with a conversation about your business, your goals, and how you want your brand to be perceived.

During this stage, we'll cover:

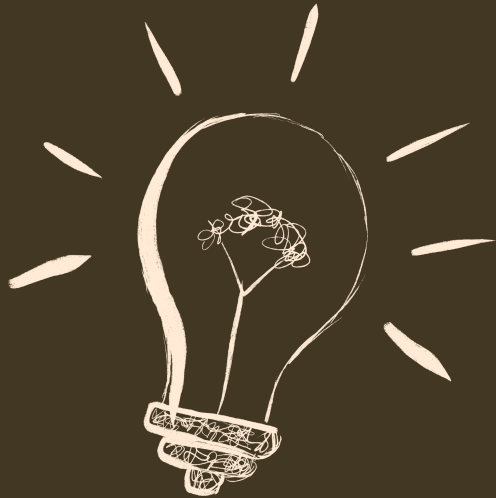
- What your business offers
- Who your target audience is
- The overall feeling and direction you want your brand to have

This step sets the foundation for everything that follows and ensures we're aligned before moving into design.



02. Planning Your Vision

Bringing clarity to your ideas



You'll receive a guided questionnaire designed to help define your brand visually and strategically.

This includes:

- Color preferences and overall tone
- Typography style and visual inspiration
- Brand personality and message
- Your ideal audience and how you want to appeal to them

You'll also create a Pinterest board or visual collage to help communicate your vision clearly.

This step allows me to design with intention rather than guesswork.

03. Design & Direction

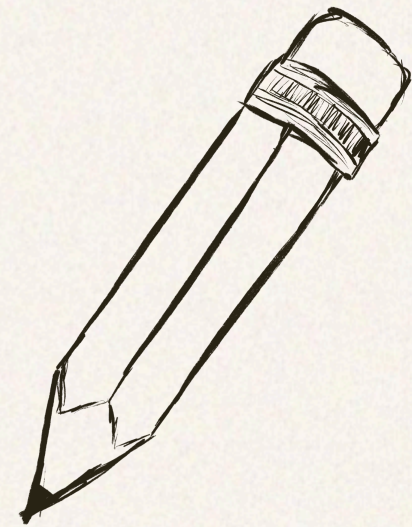
Creating your brand identity

Using your input, I begin designing your brand elements.

This may include:

- Logo concepts
- Color palette
- Typography direction
- Supporting visual elements

Each piece is created to work together as a cohesive system, ensuring your brand feels consistent across all platforms.



04. Refinement

Shaping the final look

You'll review the initial designs and provide feedback.

During this phase:

- We refine the direction
- Adjust details where needed
- Ensure everything feels aligned with your vision

This is a collaborative step to make sure your brand feels right before finalizing.

05. Final Delivery

Once approved, your brand assets are finalized and delivered.

You'll receive:

- Your final logo files
- Color palette
- Supporting visuals
- Files ready for web and social use

Everything is prepared so you can confidently use your brand across your website and platforms.

Ready to be used everywhere



Designed With Intention

Every detail matters

Your brand isn't created from a template. It's built around your vision.

From color choices to typography and custom visual elements, every detail is thoughtfully designed to create a cohesive and recognizable identity.

The goal is to give you a brand that not only looks good, but feels aligned and easy to build from.

*Your brand should feel clear, intentional, and easy to grow into.
Not something you question. Something you're confident in using.*

If you're ready to create a brand that reflects your vision and connects with your audience, I'd love to work with you.

→ Book your consultation

ElleKnight.com