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the

one concept
approach

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JUDY



HELLO!

There's something you should know about my studio - I don't approach brand design like most of my peers. Our time together isn't about clouding the field with options ... it's about me presenting solutions for your branding challenges. By framing our project as the process of reaching your ideal client & audience, we are certain to reach your goals of a vibrant, clear brand experience.

YOUR PROJECT

Partnering with Three Fifteen Design isn't just about a logo on a business card. From the very beginning, I will work with you to discover the heart of your brand. By the time we are to the design phase of your project, I will have an understanding of your values, your products/services, and the goals we're aiming to meet. I will know the depth of your audience, and the clients, customers, and people you desire to work with. **This is branding.**

After we've worked through the Brand Exploration, I will create the Creative Brief, which will outline your brand strategy & the visual inspiration that will drive our project. The Creative Brief is our compass.

This intentional approach to branding is meant to deliver clarity and perspective the whole way through your project. *We are always working towards an overall experience that will attract your ideal clients.* Here is where trust becomes the biggest part of our journey together. Just like you have created a brand that solves problems, I have too. **My job is to educate, create solutions, and ensure the result is a cohesive brand experience.**

Instead of delivering several options for you to choose from, I put my heart and energy into **one, comprehensive concept**. I understand you and your brand. I know what your clients want to see, and that is translated through the concept I deliver to you. This concept includes a primary logo, secondary logos, elements (brand marks, monograms, patterns, etc), previews of web/social elements, ideas for tangibles, and typography inspiration. I will have explored many ideas for your brand - I will be critical of the ideas I've created, and work through them until I have a strong suite that represents you and your brand, in a way your clients will love.

Does this mean you get zero input? You're hiring me for solutions, and I encourage feedback from the beginning. We are a partnership. I love working through ideas to create a suite that best attracts your ideal client, and I absolutely welcome any ideas that my concepts spark. Instead of offering a certain number of revisions (*because inviting "revisions" almost immediately assumes that there will be pieces to fix*), I am open to any refinement of ideas that will help reach your ideal client. This honest collaboration is focused on results. I love collaborating with my clients. It's a beautiful relationship that we create, and the outcome is measurably positive.

LET'S DO THIS!

If you're ready to invest in a branding experience that will deliver results (and, it's also so fun!), I am so excited to talk with you! Please be sure to contact me as soon as possible, and I will send you my open dates and information about booking. Once you're on the calendar, we will start dreaming. I'll send you all of the details on collecting inspiration, and key you into how this process works. I'm really, really excited to work with you. We're going to have a blast!

WAIT ... MAYBE NOT!

Chances are, if you're contacting me, it's because you love my work. With 9 years of experience of collaborating with business owners, I have worked tirelessly to perfect my client experience. I believe that this One Concept Approach is the best use of my creative resources, and delivers consistently amazing results to my clients. *If you would like to work with a studio who delivers more options, ask me for a referral. I have many trusted peers I would love to connect you to.*

HOW IT WORKS

BRAND EXPLORATION

Every project starts with the Brand Exploration and discovery phase. This is where I'll ask you to invest time and energy into telling me about your brand, your experience, and your clients. From filling out a questionnaire, to asking you for a few inspiration, to chatting in-depth with you, I love putting so much energy into this part of your project. We'll work hard to find focus on visual inspiration, as well as strategy points for implementing your identity into your brand experience. We'll kick the project off with a phone meeting to ensure we're on the same page before I dive deeper into the design portion of your project.

CREATIVE BRIEF

Once we've worked through the Brand Exploration, it's time to put all of these details into a tangible guide you'll be able to reference throughout your project. Here, I will highlight our goals, the background of your brand, your ideal clients, your competition, and some general design details. This Creative Brief will serve as our compass during the entire project. We'll always come back to it if we have questions about a certain element or choice, and how it impacts our overall goals.

DESIGN

I will take all of my notes to the table, and create a stunning visual identity that speaks to your ideal client. This suite will represent your brand and values, and come together in an intentional, cohesive way. I will work through several designs until I find the one. I will ask myself important questions to encourage myself to dig deeper to create a comprehensive concept - I will challenge myself to look at the design through the eyes of your target audience.

PRESENTATION

After I've finalized the concept for delivery, you will receive a PDF that outlines our inspiration, the design suite, and ideas for implementing your brand identity. When you look through your concept, I hope you'll gain clarity about how your brand can work for you, and in which ways your brand can truly stand out.

REFINEMENT

Even though the designs I deliver to you are "complete", there is a bit of buffer room for feedback and refinement, if needed. All refinements should be looked at as a collaborative effort - we will work together when considering additions or modifications. Results are what matter (the results being your ideal clients understanding your message and falling in love with your brand).

THANK YOU!

Thank you so very much for considering me as your design partner ... we are going to make magic!!!

If you're ready to work together, I'll send you the information you'll need to officially book.

If you have any questions, please email me!