



Brand Identity Design

Strategically develop an authentic brand identity

An organization's brand identity conveys personality, character, purpose, and values – all through a single visual mark. We'll work with your organization to capture its essence in a brand identity that resonates with customers.

THIS SERVICE HELPS TO...

Re-imagine your brand identity to create a focused and strategic impact

Close the gap between who you really are and what your brand identity conveys

Be certain that audiences will interpret your brand identity as intended



WHAT YOU GET

Your brand identity will be a compelling visual mark that your audiences will connect with and value. You'll get:

- ✓ A comprehensive presentation that provides context and several design concepts
- ✓ A clearly aesthetic vision for the brand identity & branding system
- ✓ A toolkit that includes the logo in various formats, associated colours, and elements needed to execute on the brand
- ✓ A brand style guide that captures the brand identity and guidelines for proper use



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HOW WE DO IT

1

We'll conduct creative stakeholder workshops to understand the brand strategy, vision, mission, and goals for the new brand identity in visual terms.

2

Where relevant, we will conduct complementary modes of research, such as competitive research, customer research, focus groups, and others to examine current customer perceptions & attitudes.

3

We'll develop several creative concepts for a new logo, wordmark, and tagline that align with the strategic vision.

4

We'll give stakeholders opportunities to review and provide preferences for various visual styles.

5

We create the final brand identity system for application to all associated materials.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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