

# Northyx Studios Brand Project Process Overview



This document explains how Northyx runs branding projects, why we use two different processes, and what you can expect from each. The goal is clarity, speed, and alignment — not unnecessary complexity.

## Why There Are Two Processes

Not every branding project requires the same level of depth, collaboration, or time investment.

Some clients want a fast, decisive refresh to look more credible quickly. Others need deeper alignment, discussion, and exploration before execution.

To respect both situations, I run two clearly defined processes. This keeps projects efficient, reduces friction, and ensures you only pay for the level of involvement your project actually needs.

## Short Process — Micro Package (£125)

This process is designed for early-stage businesses and agencies who want a clear improvement to their branding without long calls or extended back-and-forth. It is fast, efficient, and designer-led, while still incorporating client input on the chosen logo concept.

What's included in this package:

- 3 logo concepts
- 1 final logo (logomark + wordmark)
- 3 colour palette options
- Logo files (PNG, JPG, transparent)
- Basic 1-page brand guidelines
- Optional: simple business card design

### Process

1. Quick alignment – I ask 3–5 focused questions about your goals, ideal clients, and style preferences. This replaces a call and keeps things fast.
2. Payment upfront – Once payment is received, I begin immediately.

3. Logo concepts – I create 3 initial logo concepts based on your answers. The client selects one concept to proceed with.
4. Design direction – I build the full brand (final logo, colour palette, guidelines, optional card) around the chosen concept. I include a short note explaining why this direction works for your brand — what makes it professional, credible, and scalable.
5. Revisions – Up to 3 adjustments on the final logo or colour palette.
6. Final handover – All files sent with clear instructions for use; project closed.

This process keeps the project fast, but allows the client to guide the creative direction by choosing the concept they like best, without overcomplicating the workflow.

## **Main Process — Full Brand Development (£200+)**

This process is built for projects where alignment and depth matter more. It suits established businesses, higher-stakes launches, or clients who want to be closely involved in shaping their brand.

### **Process**

1. Discovery call – Discuss goals, audience, and brand context in detail.
2. Brand strategy – Develop positioning, tone, and creative direction.
3. Execution – Create the full brand system or multiple assets.
4. Structured feedback – Collaboratively refine the work.
5. Final delivery and off-boarding – Handover all files with next-step guidance.

This process is more collaborative and exploratory. The additional time and communication reduce risk and are appropriate for larger or more complex projects.

## **How This Benefits You as a Client**

By separating these processes, you always know what to expect. There is no hidden scope, no surprise calls, and no confusion about how decisions are made.

Lower-cost projects prioritise speed and decisiveness while still allowing the client to select a preferred logo concept. Higher-cost projects prioritise clarity and depth. In both cases, the quality of work remains high — only the level of involvement changes.

If you're unsure which process fits your situation, I'll recommend the most appropriate option before we begin.