

Branding:

Our Process

At East Coast Design Studio, we help both new and established businesses develop their brand identities to tell their story and connect with their customers on a deeper level.

It's crucial that your brand leaves a distinct impression, which is why our all-round branding service includes; choosing the right colours to reflect your brand, designing a distinguishable logo, choosing a **stylish typeface**, setting your **brand tone** and making sure this is **consistent across all your platforms**.

Our Process

Your brand identity will be brought to life by our talented team who will work closely with you to ensure that your business will be easily recognisable and stand out against your competitors.

1

Meeting

We will arrange a meeting with you to discuss your expectations for your brand, and to get to know you and your business.

2

Research & Planning

We will research your business, industry and competitors to really understand the services that you provide.

3

Design

We will send over the initial logo, colours & font options for you to review, which we will then refine and use to create your brand guidelines.

4

Finalise

We will then design the rest of the assets that you require, and ensure that your new branding is consistent across your whole business.

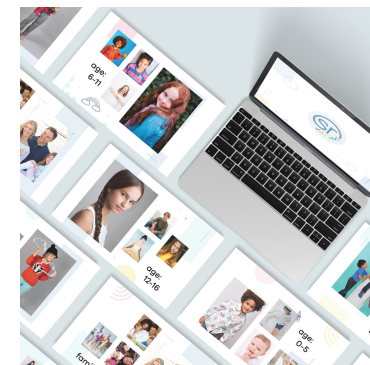
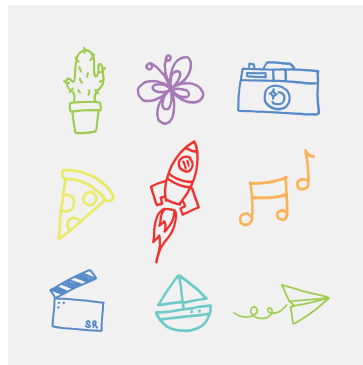
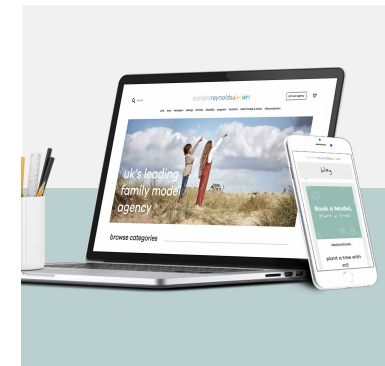
Process Example: Sandra Reynolds Juniors

Sandra Reynolds are a popular and trusted modelling agency based in Norwich. They were looking for an extension of their existing brand identity that is 'bright and playful' for their juniors division.

The first step of the process was to determine exactly what Sandra Reynolds Juniors were looking for in terms of their brand identity, and who their clients were.

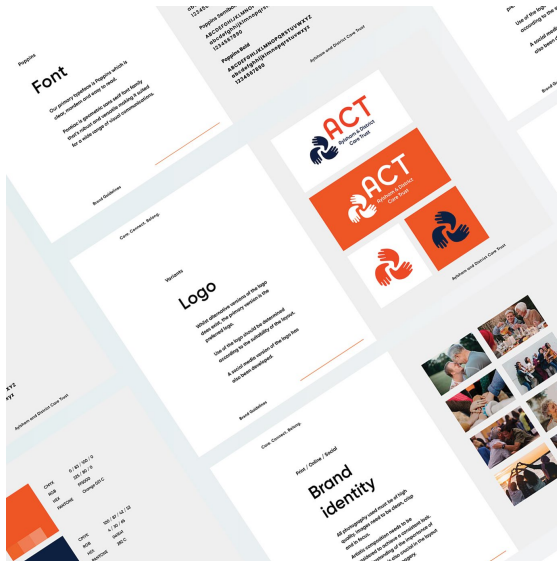
We then began to come up with some ideas, including colours, handdrawn fonts and icons, and developed their brand story.

Once their branding was finalised, we designed a new website and rolled out the new branding across their business, including stationary, social media platforms, email signatures and redesigned all printed literature and newsletter templates.



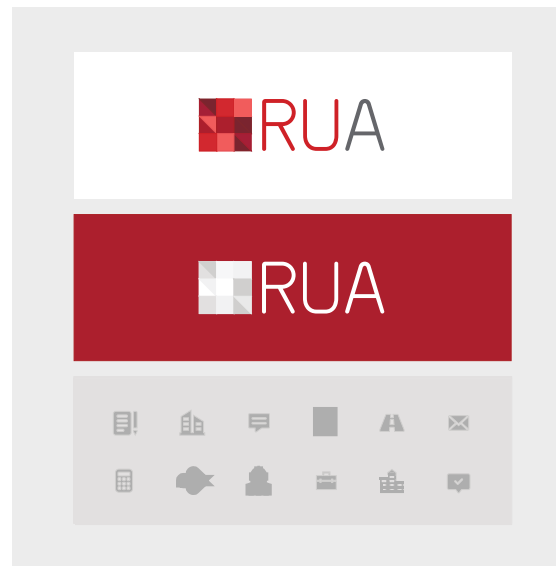
Recent Branding Projects

We have worked with many different businesses across the UK to bring their brands to life. From catering businesses to charities, we have many successful case studies.



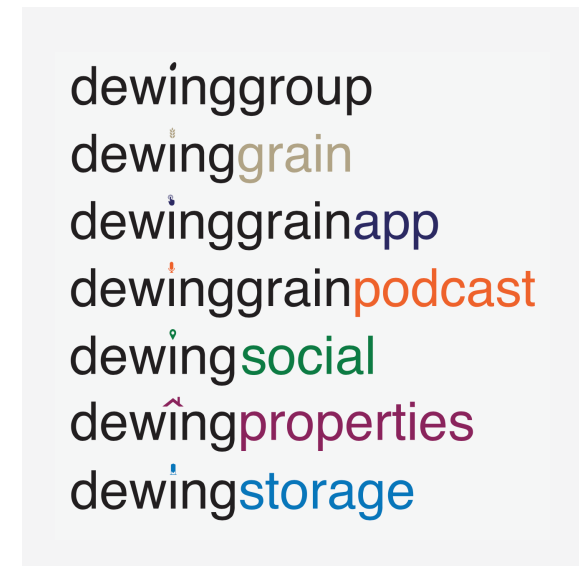
Aylsham Care Trust

A care charity in Aylsham that wanted to refresh their branding while keeping it easily identifiable.



RUA

A modern brand identity to go with a new website for an independent firm of construction consultants.



Dewing Group

A full rebrand and website for a Norfolk agricultural group and its subsidiaries.

Next Steps...

Following on from creating your brand, we also offer other design services to help elevate your business such as:

- Website Design & Build
- Digital Marketing
- Print Design
- Photography & Creative Production

Contact Us

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