

**Ken
Nagamine** 

I provide comprehensive brand identity design packages that encompass logo design, identity design, and a comprehensive brand style guide. I additionally offer Web Development services, as well as Social Media Marketing.

I firmly believe that exceptional design transcends mere aesthetics. It cultivates a robust and enduring connection between you and your clientele. So, why wait any further?
Let's take a look at my work process!



Here is my step-by-step brand identity design process. It's based on reasearch, strategy and very good taste.





Research and Discovery

The first step is to understand the client's business, goals, target audience, and competitors. This includes conducting market research, competitor analysis, and conducting a discovery session (questionnaire).

This step is fundamental so I can build the brand identity based on facts, starting with the Creative Strategy Framework I apply to my work, which will allow us to end up with the final look and feel as well as the core message.



Brand Strategy

After the research and discovery, I will develop a brand strategy that defines the brand's positioning, messaging, and personality, I will get these by pulling out threads from the target audience profiles, points of differentiation, features, benefits and core messages. This will serve me as a foundation for the brand identity design.



Concept Development

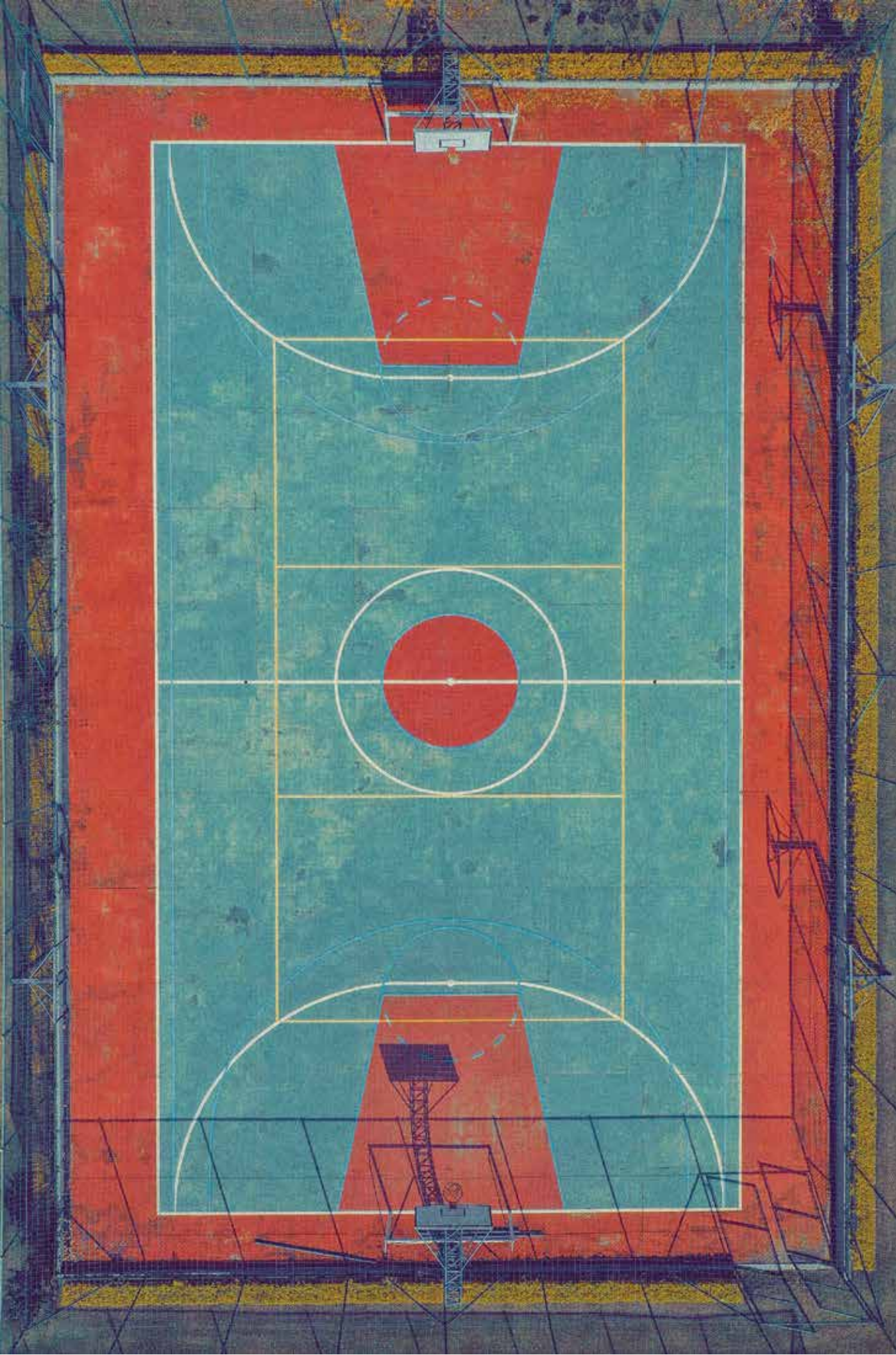
Next, I will develop a concept for the brand identity design. This will include creating moodboards, designing sketches and elements that align with the brand strategy.

Right after this step I will ask for your approval since this will mark the design direction I will head to and narrow the design exploration for me.

Design Execution

Once the concept is approved, I will create the final designs for the brand identity, including the logo, color palette, typography, imagery, iconography and all the accorded deliverables.





Brand Guidelines

I will develop a comprehensive set of brand guidelines that outline how the brand should be used and applied across all mediums. This will include guidelines for the use of the logo, typography, and color palette.



Implementation

The final step is to implement the new brand identity across all relevant digital mediums, such as the company's website, social media, and marketing ads.

A close-up photograph of a desk setup. In the foreground, a pink calendar for the month of August is visible, with gold-colored binder rings. Above it, a white notebook is open, showing a page with a Venn diagram. The diagram has two overlapping circles. The left circle is labeled 'THE THINGS YOU CARE ABOUT' and the right circle is labeled 'WHAT YOUR CUSTOMER CARES ABOUT'. The intersection of the two circles is labeled 'YOUR BRAND'. The title 'POSITION YOUR BRAND' is at the top of the page. A gold-colored pen lies on the notebook. The background is a wooden desk.

Deliverables

My Brand Identity Design package includes:

- Brand Style Guide PDF (Logotype, Color Swatches, Typefaces and Usage recommendations)
- Master design files.
- Stationary Design.
- Marketing Collateral.
- Social Media Templates
- .Web assets.
- Brand mockups.
- Photography & Videography (optional).

Throughout the process, I will work closely with you to ensure that your needs and goals are met and that the final product aligns with your brand strategy. And lastly, I will provide training and support to ensure that you are able to effectively use and maintain the new brand identity.





Let's do it!

If you're ready to elevate your digital presence and experience custom-tailored solutions, let's connect today. I'm here to discuss your unique needs and provide a personalized quote that aligns perfectly with your project's scope. Together, we'll turn your vision into a digital reality.

Contact me at:
<https://www.nagamineken.com/#contact-form>



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