

# Building Better Brands

Our branding service explained

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## Our Approach

Jen Clark Design is a firm believer that in order to create a successful brand, we first and foremost need to develop a comprehensive understanding of what makes you and your business unique.

That is, we ask detailed questions such about your business ethos, overarching goals (both in the short and long term), who are you seeking to attract and why, what main benefits your business provides to your core target audience(s) and who your main competitors are.

We then use the answers to these questions to develop a distinctive brand identity (logo) and associated brand elements for your business that closely informs the development of a range of peripheral creative solutions spanning print, digital media and the built environment.



**Jen Clark**  
*Design Director*

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## Key steps in our branding process



### 1. Detailed project briefing

(target audience, competitors, clients visual preferences etc) and research



### 2. Ideation

(generating initial ideas) and resolution of concepts in digital form



### 3. Presentation of concepts and written rationale

(linked to client brief) to client for consideration



### 4. Feedback / revisions

(up to 3 x rounds)



### 5. Finalisation / sign-off



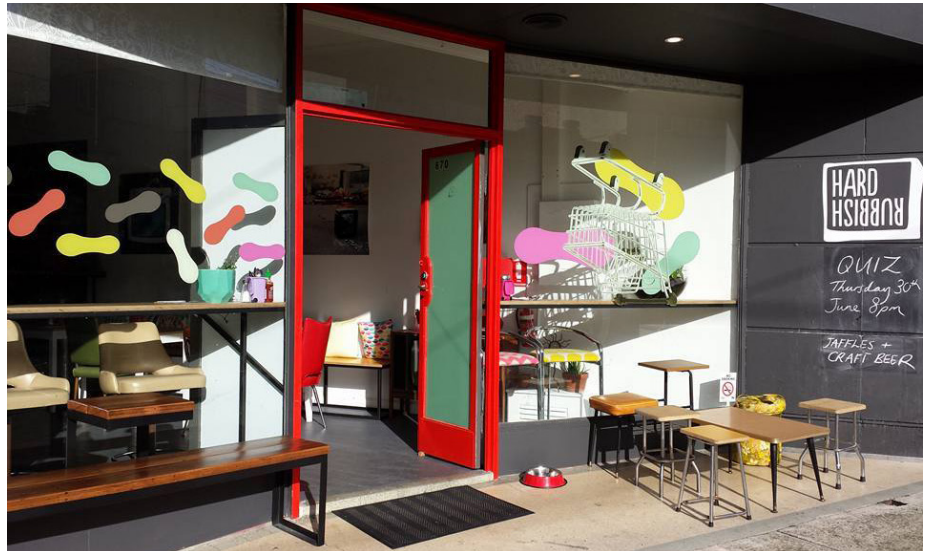
### 6. Supply of digital brand assets

(logo files, fonts, style guide, iconographic / illustrative elements) to client for future reference



## Case Study

## Hard Rubbish (bar) Melbourne



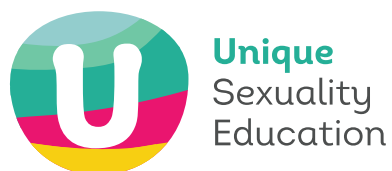
Hard Rubbish is a recently opened, vintage-inspired bar and cafe nestled in the gritty-yet-slowly-gentrifying northern Melbourne suburb of Reservoir. Focused mainly on serving local beers and wines, accompanied by a very simple menu (think jaffles and waffles), the business was established to provide locals with a relaxed, unpretentious space to have a drink, enjoy a tasty morsel or two, unwind and catch up with friends.

In mid-2015, Charlotte Tizzard, co-founder of Hard Rubbish, engaged JCD to create an idiosyncratic brand identity that accurately reflected the quirky, offbeat nature of the bar. What we came up with was a colourful, adaptable brand that has a series of supportive elements linked to the theme of 'hard rubbish', which have been strategically used across print materials, on social media channels and of course throughout the bar itself.

*"JCD were totally awesome, they had a better idea of our brand vision than we did! They responded to our brief with 3 design concepts that were all fantastic. We took bits from each and they were very flexible and involved and turned around changes really quickly and accurately. Getting our logo done was the stepping stone for the greater aesthetic of the Hard Rubbish space and we would have been lost without them."*

**Charlotte Tizzard**  
Co-Founder Hard Rubbish

## Recent Work



## Pricing & Timelines

The cost for our branding service is **\$2400.00 plus GST**, payable in two 50% installments (one to commence and one upon successful completion of the project).

A typical timeline for completion of a branding exercise for a new or existing business is 2-3 business weeks, assuming timely feedback is provided throughout. This timeline can be expedited if necessary.

*"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."*

– Seth Godin



## Get in Touch

Want to find out more? Don't hesitate to give us a call on **(03) 9088 0755** for a further discussion about your specific branding requirements. Although we're Melbourne based, we proudly service clients Australia-wide.

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