

yellow circle

CREATIVE AGENCY

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Our Design Process.



We love creating
effective brands and
designs that stand out
in crowded markets.

01

Coffee & biscuits.

Don't worry, we can provide both of these things. This is the part where we like to meet you, introduce ourselves and tell you a little bit more about who we are and what we do.

02

Getting to know you.

A crucial part of the process is understanding you, your business and your competitors. We like to find this out from you, because you know your business better than anyone!





Proposal

04

Creating a brief.

Once we've got a clear idea of your solution, we begin to clarify what we need to do in order to create everything needed for your project.

05

Your bespoke proposal.

Based on our discussions and the brief, we create a bespoke proposal for your project, underlining everything we'll do for you.

06

Sign off to start work.

Once we've sent your bespoke proposal, we ask you to read through the document and sign it. This is our go-ahead to start work on your project.



07

Checking on competitors.

Finding out what your competitors are doing is a key part of the process. This gives us a good understanding of what the industry as a whole is like, and more importantly, gives us a clear idea of how to make sure you look better.

08

Creating some initial designs.

We begin by creating some initial designs based on our conversations with you and the brief. We use a wide scope to create these designs, covering various different avenues that the project or brand could venture down.



**We refine all of
our initial designs
so that we can
present you with
some stunning
design options.**





What do we create?

09

Brand Identity.

Our designers begin to mould your brand. We explore various avenues to create the perfect identity for your business. We don't just design you a logo, we create a full brand experience, allowing you to see exactly how your brand will work for you.

11

Graphic Design.

Graphic Design includes the design of all marketing materials and collateral that are required by a business. Effective graphic design visually communicates your brand and service to your target audience and makes you stand out from your competitors.

10

Brand Strategy.

We also begin to formulate your brand strategy, which is a long-term plan for the development of your brand in order to achieve specific goals. We will work with you to formulate a strategy in order to ensure growth and development of your brand.

12

Brand Guidelines.

We also create brand guidelines documents, these are key to a successful and consistent brand. It's a crucial document giving you in-depth information about your brand, including logo variations, colours, fonts, brand voice and design style.



13

Presenting our work.

When we are happy with the design options that we've created for the project, we will create some real-world mockups of the designs to give you a better idea of how it will look. We'll then present these to you in a clear way.

14

Review & Feedback.

Once we've sent over the work, we ask you to have a look and let us know your thoughts. Your review is an important part of the process, it helps us to ensure that you're completely happy with everything.

15

Finding the next steps.

With your review and feedback, we'll work with you to plan the next step. We start to refine the creative side of things and begin the process of getting your project produced or developed to bring it into the real world.



Final Checks & Production

16

Our final checks.

Once the next steps have been decided, any final creative changes go through checks to make sure we're meeting your requirements exactly. The designs are finalised to ensure that we're completely happy and providing you the best possible quality.

17

Making sure you're happy.

At this stage, we ask you to confirm you're happy with how the project looks and feels. This is the final check before we start production set up. Once we receive your sign off, we will then go ahead and start the production and development part of the process.

18

Artworking & Print prep.

When your designs are finalised, all files are prepared for printing, whether it's sourced by us or you, we will create artworked files all ready to be made into a physical product. This means you don't run into any hidden artwork preparation charges from the printer you decide to use.