WORKING WITH STUDIO BLUE

WEBSITES - THE PROCESS:

By following this process, you can have confidence that your brand is in safe hands. I have the experience and creativity and I know what works. I love helping businesses achieve results through good design.

BRANDING | PRINTED MATERIAL | WEBSITE | SOCIAL MEDIA | EMAIL MARKETING | SIGNAGE

BEFORE WE START:

Listed below are some of the things I need from a new client before starting a Website or Design Project.

What's your company's Unique Selling Point (USP)?

By understanding what makes your company unique, we can convey the strongest points of your business to your target market.

What is your company's ideal and current target audience?

Make sure you clarify your target market so aspects that will appeal to the target audience can be considered.

Do you have a Specific Message you want to portray?

If you've a got a high priority message or something you want to promote, make sure you give me all the information you think will appeal to your customers or clients. You know your business best, so I need to understand what you want to say.

What sections or elements do you want to highlight?

Let me know what you'd like to feature on your website or design material. Common features are "Contact Us" or "Services" while others could be specific only to your business. If you're running a promotion, let me know all the relevant details.

Brand Identity...Do you have one?

Ideally, the website or other material with represent the brand's aesthetic. With that being said, often, businesses will get a website ready first and only then consider brand identity design. If you have a style guide or even simply a concept for your Brand ID please share it asap.

Images, Videos & Brand Elements

Do you have access to your own images, videos or brand elements (ie. logos) that you can share? If these are stored by a third party (ie. Social Media, another design agency, online data storage) can you share the contact details or link so I can access them. I can source or create these for you but there may be additional costs involved.

Style References

Putting together a mood board can be a big help when it comes to sharing your ideas. Think of words, colours or images that you like, and we can work together to find your style. If you have any previous design samples, or examples of other company's design material or websites you like, they can be really helpful in developing your project.

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Do you have a Deadline?

Ideally, no designer wants to hear a client say "It needs to be ready by tomorrow" but it does happen. Be considerate of my time and also that I may have other clients projects currently underway. No-one likes a queue jumper. If you do have a deadline, please let me know as soon as possible, so we can work together to make that happen.

Do you have a budget?

If you have a specific budget in mind, please let me (or your marketing agent) know beforehand. If your budget is smaller, we may be able to start off with some cost saving solutions, and add more later.

ARE YOU READY TO GO?

New clients can fill in the New Client Information form on the website, which gives you the opportunity to introduce yourself, your business and start the conversation.

Please email me or give me a call

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