

DOUGLAS DDA

Brand Proposal

well

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2.0

Project Details

Phase Two

Brand + Asset Building

Brand Development

Our development process begins with concept boards - essentially the "vibe" of your brand. We'll explore different directions through carefully curated visual inspiration, organizing possibilities into three distinct approaches based on the brand pillars we discover together. From there, we'll develop our first complete brand version, with logos, colors, and design elements all working as a system. This first version isn't meant to be perfect - it's meant to spark discussion and be refined through conversation about what best represents the Douglas DDA's vision.

Brand Asset Development

The final phase focuses on turning our refined brand direction into everything you'll need to succeed. We develop a complete package of assets - from logos and colors to fonts and design elements - all working together to tell your story to potential partners and prospects. More importantly, we create a comprehensive brand guide that shows you exactly how to use these elements effectively. This ensures you're not just getting a collection of beautiful designs, but a complete, usable brand system. This is also where we begin executing the designs for business cards, templates, and more.

Logo + Brand Assets | Business Cards | Presentation Templates

Total Branding Budget:

50 Hours | \$7,500

Website: Featherlight Advanced Package (OPTIONAL)

\$999 setup + \$99/mo
(when paid yearly)