

CHOOSE YOUR OWN BRANDVENTURE

fuz  designs

Hey there!

Thanks for getting in touch to find out more about how Fuz Designs can help you on your branding adventure.

I specialise in creating the perfect branding package for adventurers, farmers, nature-lovers and self-sufficiency dreamers.

Outlined in the pages below is all about the design process and what you can expect when you work with Fuz Designs.

If you are ready to start your greatest brandventure, Fuz Designs is here to explore with you!

Cheers,
Lauren McRae
Owner/Graphic Designer



fuz [fuhz or fuzz]

Our business name has a simple origin. Owner & Graphic Designer Lauren McRae's maiden name is Fuz. No really, it is.

Choose Your Own *Brandventure*

Fearless adventurers never follow the rules, and neither does Fuz Designs. We understand that your branding needs are specific to you and can't be wrapped up in a generic package.

So we want YOU to Choose Your Own Brandventure.

Fuz Designs provides tailored branding packages to give you exactly what you need to make your business stand out. The essentials include logo and style guide, then choose from the list of extras to take your branding journey to amazing heights.



Choose Your Own *Brandventure*

THE ESSENTIALS



Logo Design Style Guide

- » 3 initial logo concepts
- » 3 rounds of revisions of chosen logo concept
- » Final logo provided in PDF, JPG and PNG file formats for web and print
- » Style guide outlining logo, colour palette, and typography

PICK 2 EXTRAS



Letterhead Design Business Card Design DL Flyer Design Email Signature

- » 2 initial design concepts
- » 1 round of revision of chosen designs
- » Final artworks provided in Word (letterhead), PDF, JPG and PNG file formats for web and print

GO SOCIAL, PICK 1

Facebook Icon Facebook Cover Image Instagram Icon

- » Final image provided JPG and PNG file formats

The Logo Process

1. LOGO DESIGN BRIEF

Let's chat! First things first, I want to know what you are thinking. What ideas you may already have for your logo, what you do and don't like, if you already have some logo inspiration to share and ultimately what you want at the end of the project in regards to the design of your logo and branding.

2. INDUSTRY RESEARCH

Once I have a solid idea of what you are wanting for your logo design, I begin the next stage of design by researching any of your competitors, analysing the market and looking at industry and design trends.

3. DIGITAL SKETCHES/ROUGHHS

Once I know what you're looking for and have done my research, I will produce three logo design concepts that fit best with the information I have gathered. At this stage you will receive a PDF with the three concepts for your scrutiny and feedback. This is where we hone in on a preferred design before the process of revision to perfect the logo design.

4. REVISION

There are three rounds of revision included in the package. Here we focus on the preferred logo design and make any adjustments to font, colours, design elements, etc.

5. FINALISATION & DELIVERY

Once we have refined the logo and you are thrilled with the final design, I will prepare the files for print and web. We are now ready to start work on the rest of the items in your branding package!



The Next Step

Ready to start your brandventure today?

Get in touch at hello@fuzdesigns.com.au or
call us on 0404 783 886

Look forward to working with you!

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