



The Obvious Choice™

This isn't a logo package. It isn't a quick visual refresh. It's a complete brand transformation built from the inside out, so every decision is intentional, every element is connected, and your brand finally reflects the business you've worked hard to build.

No guesswork. No generic templates. No looking like everyone else. Just strategy and design that makes you impossible to ignore.

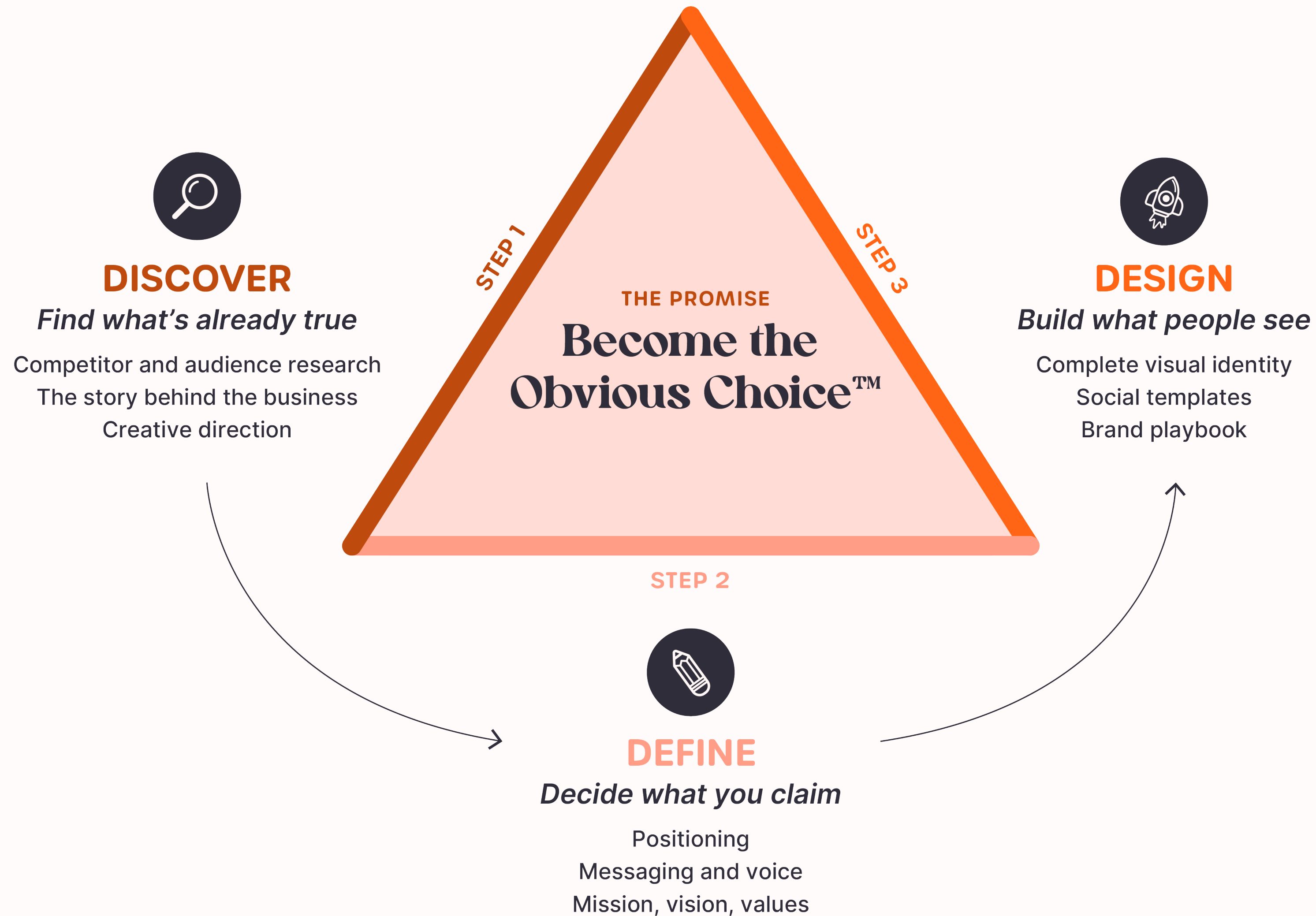
It runs on the "Clarity Framework", three phases. Discover, Define, Design.

HERE IS WHAT'S INVOLVED



The Clarity Framework

The three-phase process behind every Obvious Choice™ project.



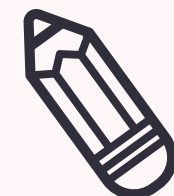
Inside Each Phase



STEP 1: DISCOVER

Lay the Foundation

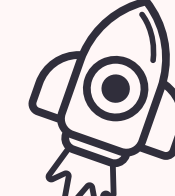
You'll get access to your dedicated client portal, where everything stays organized in one place. From there I dive deep into your business, your audience, and your competitors, and I dig into the story behind why you started. We find what actually makes you different, which is rarely the thing you'd expect, then I present two strategic mood board directions for your review.



STEP 2: DEFINE

Find Your Voice

Using everything we uncovered, I build your messaging foundation: your positioning, voice, tone, mission, vision, and values, documented so you can actually use them. This is where we lock in what your brand says and how it says it, so every design decision that follows has something to point back to, and so your audience stops comparing you on price.



STEP 3: DESIGN

Hello, Obvious Choice

Using your approved strategy and messaging, I design your complete visual identity including your logo suite, custom illustrations, brand patterns, curated font pairings, and strategic color palette. I present the single strongest concept fully built out with mockups, we refine until it's exactly right, then I package all your files and walk you through your Brand Playbook on a final call.

Most projects run 8 to 12 weeks from deposit. Where you land depends mostly on how quickly feedback comes back at each stage.