
Branding Process

Logo Design Examples



EXPERT
MARKETING
ADVISORS

eMa Process: Logo Design

Exploration (1 week)

This stage of the process includes a meeting with the main stakeholders in your organization.

Ideation (1 week)

From this process, we will align our interpretation of your goals and vision with our recommendations.

Iteration (2 weeks)

This phase includes [two] review sessions. The first review includes three options. The second review may include variations on the selected directions from the previous review.

Implementation

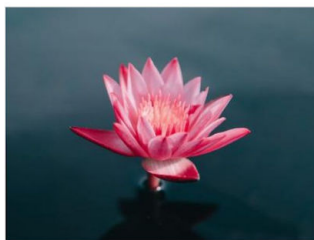
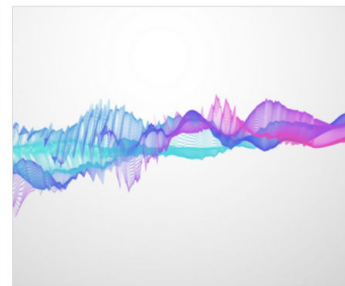
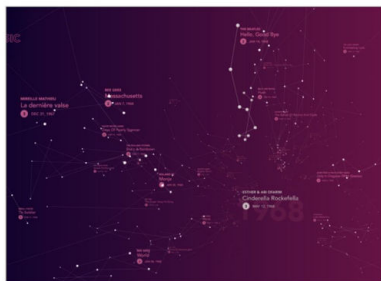
Once we've crafted a logo design that you're happy with, we'll provide you with all of the digital formats you'll need to apply the logo to your needs.



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Client: eightfold.ai



Mood Board for eightfold.ai

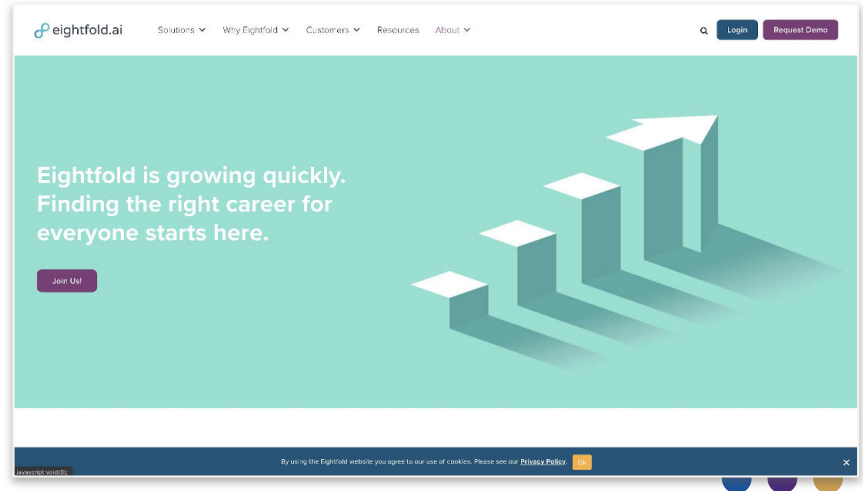
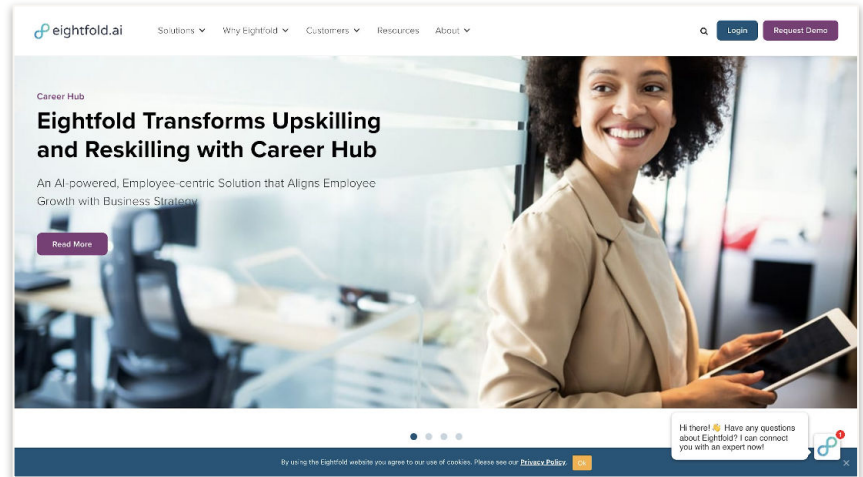


Logo for eightfold.ai



Website (current) for eightfold.ai

The mood board and brand guide continues to inform the brand design today.



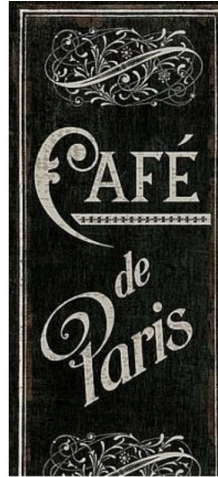
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Client: TourHappyCannabis



Mood Board for TourHappyCannabis



I want to live simply. I want to sit by the window when it rains and read books I'll never be tested on. I want to paint because I want to, not because I've got something to prove. I want to listen to my body, fall asleep when the moon is high and wake up slowly, with no place to rush off to. I want not to be governed by money or clocks or any of the artificial restraints that humanity imposes on itself. I just want to be, boundless and infinite.



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Logo for
TourHappyCannabis



Instagram feed management for TourHappyCannabis

The mood board and brand guide inform all marketing collateral.

