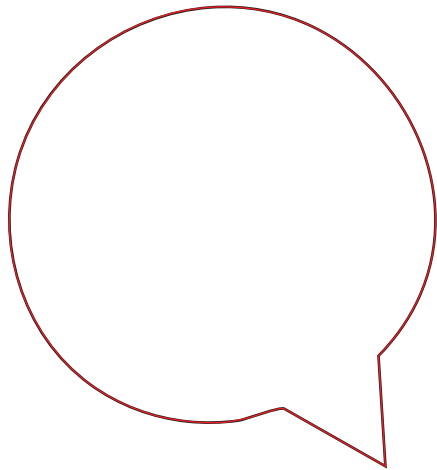
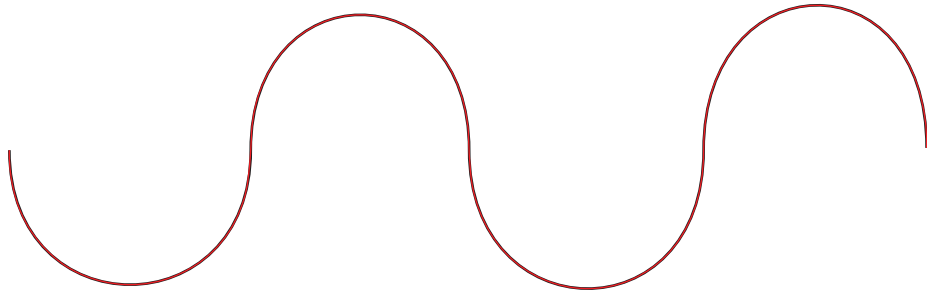
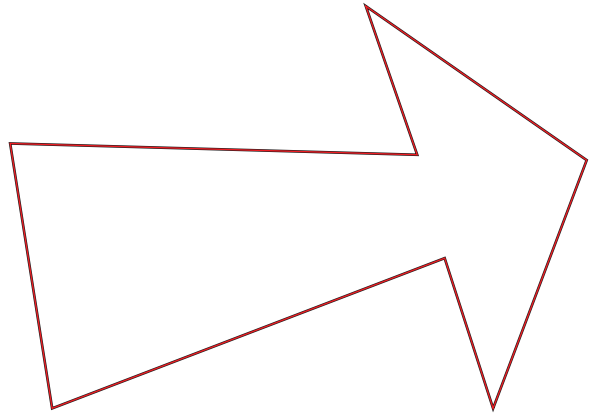
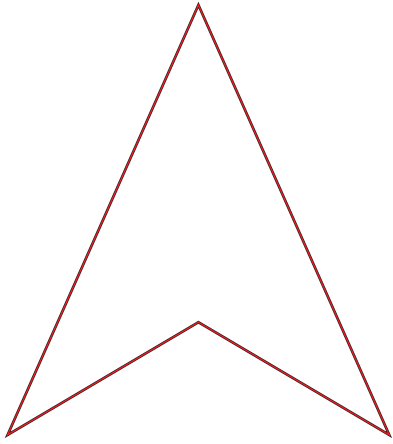


capture the moment



The identity design process really begins with understanding what problem needs to be solved. There is always a reason a designer is being hired. It might be a new company that needs recognition, or it might be a brand that is struggling and needs to change how people perceive it. Either way, if the problem is not clearly defined, the design will not be successful.

From there, everything depends on research. Research is not just a quick Google search. It involves talking to the client, learning about their goals, studying the target audience, looking closely at competitors, and understanding the overall market. This step is what gives the design direction. The logo or final visuals may be what people see, but all of the strategy and research behind it are what actually make it meaningful and effective.

Once that understanding is in place, the designer can begin shaping the brand's position and identifying what makes it different. After that, the creative work starts. Brainstorming and sketching come before opening any design software because strong ideas should come from strategy, not from playing around on a screen. The concept has to be solid first.

When a direction is chosen, mockups are created to show how the identity would work in real situations. Before going straight to the client, it is important that the designer gets feedback from peers since it is easy to miss things when working closely on a design. Revisions are made based on that feedback until the solution feels resolved.

Tools like mood boards can also help clarify the overall look and feeling of the brand. Most importantly, the process requires staying focused on what works for the client rather than personal preferences. Identity design is about creating something strategic and purposeful that connects with the intended audience.