



PAGiC STUdiO

Our Workflow Process
Frequent Asked Questions

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THE PROCESS

Hi & hELLO

You reach out to Pagic Studio for a unique branding of your business. It all starts with a hi and few details you share about yourself and your business.



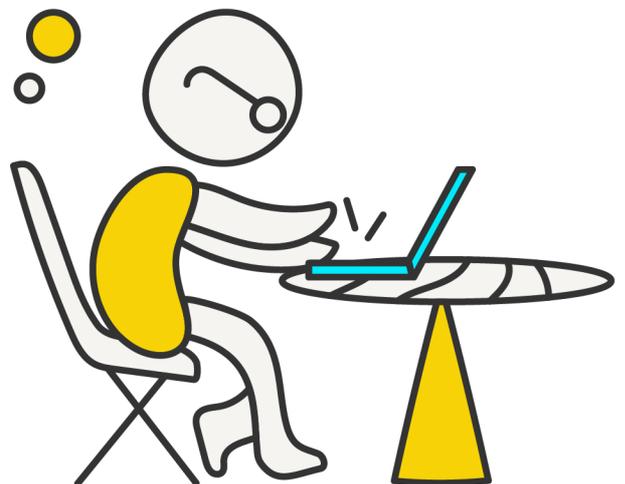
"It's imperative to create a brand that's true to you"

1. REQUIREMENT ANALYSIS EVERY DETAIL MATTERS

We fancy knowing every little detail about you and your business. We desire to know when and how you started your business, what services and products you offer your customers, what you value the most and what you aim to achieve through your brand. You will be answering an elaborate branding and logo questionnaire to help us understand every perspective of your business, brand-to-be and yourself.

Objective:

- Learn about client products and services offered
- The Client answers Branding Questionnaire
- The Client answers Logo Questionnaire
- Design Requirements are listed



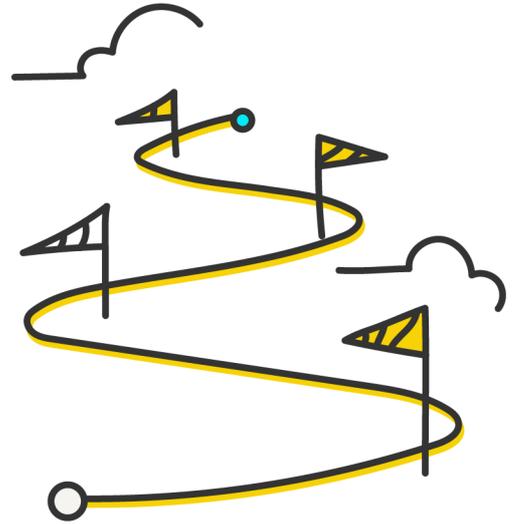
2. PLANNING & ROAD MAP

THE PLAN, CONTRACTS & ALL THAT

Over an elaborate call with you, we list your design requirements. We shall establish the necessary deliverables and break them down into phases. We come up with feasible timelines and a project roadmap. NDAs and contracts are signed to commence the design process once you give the go-ahead on estimates and price quotations.

Objective:

- Freeze requirements
- Identify phases of deliverables
- Come up with timelines and project road map
- Price estimates & Quotations
- Signing contracts (NDA etc.)



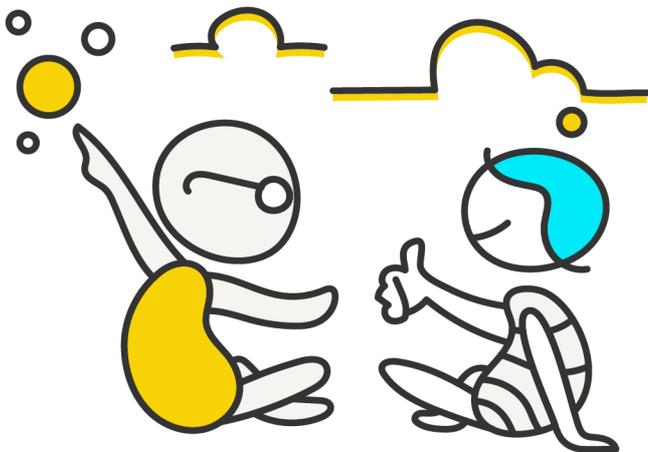
3. BRAND COACHING

BRAND POSITIONING & RESEARCH

We present to you the design trends in relevant industries. To position your brand better amongst the market's noise, we undertake competitor analysis and also user research if deemed necessary. We further deep dive into your brand-to-be to represent more characteristics. After several iterations and landings, we precisely define your brand USP and persona. Then comes the mind map and validation to brainstorm various design solutions as unique as your brand-to-be. We even predict latent challenges and prepare a workaround to address them along the design process.

Objective:

- Design & Trends research
- Competitor analysis
- Defining Brand USP and Persona
- Mind map and validate the information
- Brainstorming design solutions



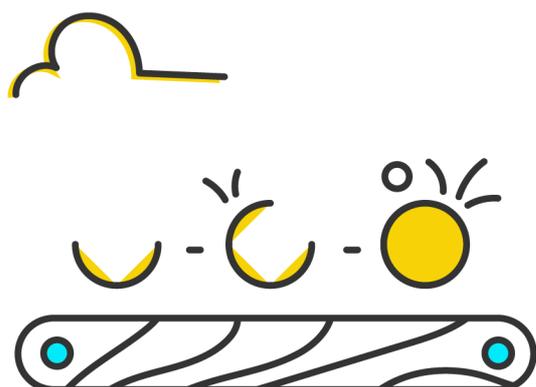
4. DESIGNING

LET'S START ALREADY

Now that the most challenging part is over, we move onto the most awaited hands-on phase of the project. We brainstorm, visualise, design and repeat until we have those rough sketches of our ideas for you. We keep refining the drafts and drawings based on your feedback. We stop when both you and we are super psyched with the sketches and drafts.

Objective:

- Brainstorming and mind map of designs
- Sketching & rough drafts
- Refining rough drafts based on feedback
- Arrival at final drafts of designs



6. POST-PRODUCTION

WE ARE ALWAYS HERE

We are always around to explain any questions you may have regarding the brand. We further study how the customers are responding to your brand. You could always discuss more ideas with us so we can continue to support your dreams and brand.

Objective:

- Customer response and feedback
- Support, if and when required
- Further expansion of the brand

5. PRODUCTION

THE ARRIVAL OF YOUR BRAND

We digitise the designs and add colours to them from your very own brand palette. We make minor refinements to the designs to make them shine. After you approve all the designs, we sign off the project and share the final deliverables with you. You are now set to present the charm in your business for the whole wide world to see!

Objective:

- Create the digital files
- Minor refinement of designs and colour variations
- Approval of designs
- Delivery of final files



FREQUENtLY
ASkED
QUESTiONS

CREATIVE SERVICES

1. What are all the services offered?

We offer a wide variety of creative visual design services to help your business grow and position your brand better.

- Logo Designing
- Visual Branding
- Graphic Designing
- Website graphics
- Social media templates and creatives
- Illustrations
- Character design
- UI & UX Design
- Ink and Hand lettering

If you have an idea for something off this list, reach out to us here as we'd love to know more about it!

2. Do you work on only logo designing & branding projects?

We also take up illustrations (Children's book, publishing, et al.), Custom digital hand lettering & inking projects to cater to your personal needs. We can help with every brand identity touchpoint with your audience from brand consulting, content writing & advertising.

3. What is your creative process?

We want to call ourselves an artistic branding studio. We induce various art forms and illustrations as a core branding element, giving a fresh and unique face for a brand amongst the likes in an industry. We discreetly follow and observe various design trends in every industry, do thorough research, and study to create a design that sets a new direction. **An appropriate, unique & indigenous design is our objective.**

4. What files (and formats) will I receive at the end of a project?

Logo files are usually delivered in various colour options and layouts (symbol only, name, and tagline). Files are typically provided in EPS (vector) and JPG formats. The final file formats will depend on where and how the designs will be used and other manufacturing requirements for all other deliverables.

5. Do you offer unlimited revisions?

No. Our time (Yours and ours) is precious and limited. Our pre-production process and workflow ensure that we can narrow down the requirements in detail before we commence designing. Our approach eludes any need to re-work exhaustively. We only offer finite and relatively minor design revisions, as agreed upon in the quotation & contract.

6. Can you help with web development?

We can assist you with UI & UX services for your website as part of the branding project.
But we do not develop any websites currently.

BRANDiNG

1. What is branding? How is it different from logo designing?

- A brand is a set of visual, structural, and functional characteristics representing the brand promise, values, and voice of the products and services.
- A logo just a graphic or symbolic identity of your company's brand identity and is only a subset of your brand.
- A logo is like a face, while a brand represents the whole body.

2. How do you approach a branding project? Could you explain the process?

Our approach to creating a brand is quite elaborate, which is consolidated into the following stages.

Stage 1 - Understanding the business of brand-to-be

- Learn about services and products offered by the client
- The client answers Branding Questionnaire.
- The client answers Logo Questionnaire
- Design Requirements

Stage 2 - Planning and Road map

- Freeze requirements
- Identify phases of deliverables.
- Come up with timelines and estimates.

Stage 3 - Branding consultation

- Design & Trends research
- Competitor analysis
- Defining Brand USP and Persona
- Mind map and validate the information
- Brainstorming design solutions
- Signing paperwork (Contracts, NDA et al.)

Stage 4 - Designing

- Brainstorming and mind map of designs
- Sketching & rough drafts
- Refining rough drafts based on feedback
- Arrival at final drafts of designs.

Stage 5 - Production

- Create digital files
- Minor refinement of designs and colour variations
- Approval of designs
- Delivery of final files

Stage 6 - Post Production

- Client feedback
- Support, if and when required
- Further expansion of the brand

3. What are all the services included as part of a branding project?

We broadly offer the following services to position your brand to your audience effectively.

Basic Identity

- Brand Consulting
- Brand Naming
- Tagline Development
- Identity Creation
- Logo Design

Brand Development

- Brand Book & Guidelines
- Branding Illustrations
- Brand Elements
- Brand Deck
- Print & Business Set collaterals
- Packaging Design
- Hand Books
- User Guides or Manuals
- Art Direction

Digital Branding

- Iconography
- Social Media Creatives & Templates
- Website Design
- UI & UX Design

4. Do I need branding?

Brands are not only for big companies. A good brand can distinguish itself from the rest and draw the limelight in today's competing and congested market. When you position your brand correctly, it can help you sell better and benefit you by attracting only the right target audience.

5. Can you help us with the naming and tagline for our brand?

Absolutely! We will be happy to assist you. To begin with, we will need you to answer a brief questionnaire for us.

6. I already have a logo. Can you help me with positioning my brand?

Yes, we will be able to see how we can help you position your brand. However, we can be definite only after analyzing the situation and depending upon the design needs (such as brand illustrations, UI UX design, etc.)

WORKING WITH CLIENTS

1. I want to work with you. How do we get started?

We are happy to know that you are interested in working with us. Kindly fill out this [form](#) for us, and we shall reach out to you soon to proceed with the preliminaries.

2. What do I need to be ready with before reaching out to your studio?

A clear explanation of your business, services or products and an idea of why your services matter to your customers should be a good point of start. If you have them on your mind, reach out to us immediately, and let's get started.

3. Where are you located? Are you open to working with clients from other cities and countries?

Pagic studio is based out of Visakhapatnam, India, and we are a virtual team working across India. Yes, we can work with clients from around the globe, as long as we can communicate seamlessly in English over the internet. We have worked & working with clients from the United States, Singapore, and Canada.

4. How do we communicate and collaborate while working together?

We can communicate via Whatsapp/ phone calls for initial brief communications. We then collaborate, brainstorm, and discuss via zoom or google meets. You will receive your deliverables via emails or large file-sharing platforms such as Wetransfer.

5. What is the client involvement like in the design process?

A client will be equally (or more) involved and works along with us during a project's pre-production stages to accurately establish the requirements and brand persona. The client will be the decision-maker, giving approvals and feedback during the design & production stages.

6. Can you work on some test designs before we decide to provide you with our complete project?

Sure, if you're willing to pay us for our time and designs. Contrarily, we consider this spec work and shall not provide any work before a contract is signed and payment terms are in place. We believe our portfolio is a fine example of our capabilities.

7. Do you outsource work or collaborate?

Every design you see on our portfolio is ideated or designed from the table of our chief designer Eesha. We hire freelance content writers, photographers, and analysts, apart from the in-house team, as per the project design needs and timelines. We only occasionally collaborate with Atma Studios, a similar branding studio with the same design aesthetics, to complete massive projects within a minimal timeframe.

8. Do you prefer to work with any client?

Any client who values designing and is aware of the significance of branding or functional design. Be it a start-up, an independent artist, or a well-established company. It doesn't matter what industry the client is from as long as we can communicate and agree upon a shared vision for the brand.

9. How long will it take for a project to complete?

Though all projects are different, many last for about two months on average after getting started with research and analysis. The timelines can also stretch up to 4-6 months, mainly depending on the client's availability throughout the process.

PRICING AND CONTRACTS

1. How is your pricing?

Our very primary logo designing projects start from 25K INR. We position ourselves as a branding studio that fits in between crowdsourcing websites that can design a logo for 1.5K INR and prominent design agencies that charge around 500K INR. Our overhead costs are low, being a virtual and reasonably sized team. If you are willing to make a reasonable investment towards your branding, we are your best fit.

2. Are the prices negotiable?

Our prices are very fair compared to the industry standards and are non-negotiable. Our clients vouch for us for excellent value for their money.

3. Do we have to share our budget with you before the quotation?

It's not a mandatory requirement, though it can certainly help us save time and make wise choices for what can be accomplished within the budget.

4. What are your payment terms?

A 50% advance deposit is due once a contract is signed. We commence the project work, post payment of the advance. The balance amount must be paid upon project completion. The client will receive their final design files and deliverables only after total payment is processed. All these details shall also be listed in the project contract.

5. Who owns the IP for final designs and work?

Clients own all the rights for final designs unless a third-party agreement with photographers, writers, and designers is signed. Clients do not hold any ownership over any unused concepts and designs. All the rights to final designs and work will be transferred to the client post complete payment for the project. Pagic studio reserves the right to use the designs and work in our portfolio and promotional purposes. More details are listed in the project contract.

6. Do you sign a contract with clients?

Yes, we will provide the client with a contract detailing the deliverables, timeframe, cost, terms, and conditions, after understanding the project's requirements thoroughly. The contract can help to define responsibilities, set correct expectations and avoid miscommunication.

7. Do you work on non-profit projects or do pro bono work?

We do provide pro bono work to organizations or causes we can associate with. We favour smaller, socially, and environmentally responsible non-profits who support causes we believe in. Kindly reach out to us and tell us what you're all about, stating you are looking for pro bono work.



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