

TripleSpoke, Inc.

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BRAND TOUCHPOINT

IDENTITY

The most visible part of any brand is the identity, usually consisting of a logo, type treatments, colors, etc. As the portal to any brand, it's critically important to ensure that an identity system is on-brand and designed with specific measurable goals in mind so that viewers can quickly relate to its personality. In many cases, a strong identity can rally customers and inspire employees as it makes your brand vision a truly visual experience.

TRIPLESPOKE IDENTITY SERVICES:

- Logos & color palettes
- Stationery systems
- Iconography
- Illustrations & photography



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A strategic use of color and a subtle visual pun can communicate a value system in an elegant manner. Applied to basic business tools like stationery, an identity can liven up and reinforce that message by creatively adapting to say something consistent in a fresh new way.



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Abstractions can be a powerful brand communicator, able to speak from a variety of touchpoints. The logo can sum up an entire brand language that is expressed in a variety of ways throughout a business.

WHAT TO EXPECT THE TRIPLESPOKE PROCESS

This process is abbreviated and intended only to give you a general overview of the major steps taken in designing an identity.

- 1| We meet with you to learn about your brand, determine your needs, etc.
- 2| With a good understanding of your brand in mind, we begin developing concepts and sketches to present.
- 3| A presentation of black-and-white rough concepts is made to check the accuracy of their direction through client feedback and make corrections before proceeding to refine the concept which is deemed most appropriate.
- 4| The selected concept is further revised, including the typography, the symbol (when applicable) and colors.
- 5| After a predetermined number of revisions, the final logo is presented. Typically it will be shown in a variety of settings and orientations to demonstrate its flexibility and applicability.
- 6| Depending on the services needed, the identity is then applied to the most basic business materials to begin its growth and maturation.