

Brand identity Workshop

About the design process

1. Brainstorm

We collect ideas and inspirations.

For example: looking at competitor websites, social media, and logos in the nutrition and health industry.

We ask: What do we like? What feels trustworthy? What feels overused?

2. Define

We choose a direction and set clear goals.

For example: deciding on the brand's values (trust, health, clarity) and style (friendly, professional, modern). This is where moodboards come in – gathering images, colors, and styles that reflect the desired brand personality.

3. Prototype

We create first design drafts.

For example: sketching a logo idea, trying out color palettes, or designing a website. Nothing final yet – just rough versions to see what the brand might look like.

4. Test

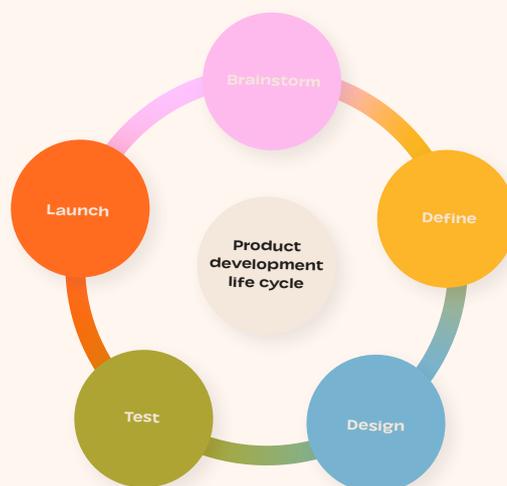
We check how these ideas work.

For example: showing drafts to colleagues, a small group of clients, or even friends. We ask: Does this design feel professional? Does it give a sense of health and trust?

5. Launch

We finalize and share the brand.

For example: publishing the new logo, updating social media visuals, and using the new design style across all client touchpoints.



Homework

Brainstorm Stage – Explore Ideas

Goal: Gather inspiration, understand the field, and spark creativity.

- 1. Competitor Scan:** Collect examples of websites, logos, and social media from other nutritionists, health coaches, diet brands. *Doesn't need to be the same industry*
- 2. Spot Industry Patterns:** Note colors, fonts, and imagery used often
- 3. Find Gaps:** Ask: What feels overused? What feels missing? Where can we stand out?
- 4. Inspirational Moodboards:** Collect non-nutrition references too. Collect everything that you like
- 5. Open Discussion:** Encourage wild ideas – no judging yet. *Dream big and wild!*

Don't forget to have fun!