

1D



SWEAT
IF OUT

IDENTITY DESIGNED

Lantern

London, England
www.lanternlondon.com

Identity case study: Primal Roots

Primal Roots is a woodlands-based fitness and wellbeing bootcamp rooted in a pursuit for both external and internal strength, endurance and natural movement. Working closely with homeless charities and local authorities they offer fitness services and training to help the recovery of those who would otherwise not have access to services.



The verbal side of the brand is as much a part of things as the visual, so a library of creative messages is a key deliverable.



When we're approached by clients we always start with a quick call or face-to-face meeting to get a sense of why they do what they do, who their audience is, what they're trying to achieve. We need to have that conversation, regardless of whether we go on to collaborate. Depending on the quality of the enquiry and the amount of information we're given, we can get a sense of whether or not they'll fit with what we generally charge for the work. We could waste a lot of each other's time if we go through the proposal stage and they've only got £100 to spend on a logo.

Rather than asking a specific set of questions, we try to get an understanding of the business, the ambitions for the project, and the key deliverables. We normally discuss the process of one of our previous projects — the brief, the creative routes we presented, the route the client chose, the guidelines we developed. Sometimes it's difficult for people to grasp the tangible items they'll get at the end, so rather than just show them five nicely Photoshopped projects, we make it about the process and how we get to the end point.

Early conversations with Primal Roots were more straightforward than normal because we'd already worked with members of their team on another social enterprise called Growth Rings. So they had an idea of how we work and what we tend to charge, but our proposal still went into detail on the cost breakdown, process, and timings in order to help convince everyone we were the right fit. We did our due diligence on the company, too, because we weren't familiar with everyone involved.

Project deliverables

We were hired for the naming, branding, positioning, and providing strategic insight to help promote their

holistic approach to everyone from local authorities and healthcare commissioners to the general public. We position ourselves as the brand attitude agency, and our selling point is that we focus a huge amount of the process on tone of voice and creative messaging so our clients come away with a suite of ten to fifteen powerful phrases that speak to their audiences in the most appropriate way. The verbal side of a brand is as much a part of things as the visual, so one of the key deliverables was that library of creative messages.

The brand development included two different design routes from which the client could choose, and we delivered logo artwork, guidelines, and sample applications, such as what an ad or brochure cover would look like. While the client mightn't necessarily run a traditional ad, our sample applications can still be used in the form of a post on social media, for example, where an image of a billboard or a brochure cover is uploaded.

The company came to us known as Nature's Gym. We renamed the brand as Primal Roots to give it a bit more attitude. Nature's Gym was very functional, and while it positioned what the brand is about, Primal Roots is much more about the emotional side. There was also the challenge around using the word "gym" because some of the audiences won't like them.

In addition, we launched their Squarespace website, and set up the client's Twitter and Instagram profiles with header images and avatars, before preparing some social media posts to kick things off.

Design pricing

We charged £10,000 for the Primal Roots work. That's significantly less than we normally price those deliverables, but we tend to reduce our rate for one or two special interest projects each year,



Relevant iconography helps to create a more cohesive identity even in the smallest of applications.



for charities or social enterprises. We try to work with people who we know are prepared to take their brand in a brave direction, or where we think there's a real value in the business itself. We'd not make any money if we did every project at that price, so it depends on an individual basis who we work with.

We set our prices based on the time it will take for the process and creating the deliverables. Timing is often driven by a deadline, where a client might have an event to prepare for, or it might be a requirement to launch a website by a certain date. One of the challenges with being a designer is that if you're particularly passionate about a project, and if there's a specific execution you really want to do that might take twice as long, you embrace that as part of the process.

For some projects we might suggest an illustrative route, and the illustration needs to be done externally, which can affect the timing. Obviously there's an additional cost for the client, too. We caveat that in our proposal and terms — illustration, photography, etc., will be extras if required.

For a typical identity project we tend to estimate about 10–12 weeks to the point where we deliver brand guidelines. That can vary greatly depending on how many stakeholder reviews need to happen. We've had projects lasting 18 months because of the amount of people involved in the project reviews, so we give our initial estimate, but we also mention things that might affect the duration — perhaps a decision-maker will be unavailable for a week or two.

As a design firm you need to be mindful of the value you offer as you grow in credibility and awareness. With a back catalogue of great references, we've increased our rates year on year since opening our doors. It can be tricky if you've worked with

a client in the past and they come back and want a similar job done, or they've recommended you to someone and told them how much they paid, but that's something you just have to deal with.

If a client ever wants the price reduced then we'll reduce what we deliver. Perhaps certain clients don't need as comprehensive a guidelines document, or they can get someone local to create their social media assets once we've developed the branding. Occasionally we might hear that the client wants to see one creative route instead of two. So we negotiate based on the deliverables. We won't arbitrarily say, "Okay, we'll do it for that price," because you'll get caught in a cycle and it'll happen on every project. There's a risk of existing clients recommending you to someone where the same thing happens.

Some studios charge on value, but with the type of clients we work with that's quite a hard sell. It would be nice to be in a position to do that, but even then, to a certain extent the value you offer is based on the time you put into a project.

We won't begin the creative work until a downpayment has been made. If we see benefit in it, when we're putting together a proposal we might include a page or two about the brands we think are interesting to discuss in a workshop, things that can be learned from them, but we never start creative development until payment is made.

Terms and conditions

Our draft terms came from an online template to help with the foundations. Once we built in specifics relevant to our own process and payment terms, we had the document checked by a legal professional who offered some suggestions.

After any initial chat with a potential client

Identity Designed

The Definitive Guide to Visual Branding

David Airey

SALES HANDLE

Create the brand identity you want.

DESCRIPTION (UK)

Ideal for students of design, independent designers, and entrepreneurs who want to expand their understanding of effective design in business, *Identity Designed* is the definitive guide to visual branding. Written by best-selling writer and renowned designer David Airey, *Identity Designed* formalizes the process and the benefits of brand identity design and includes a substantial collection of high-caliber projects from a variety of the world's most talented design studios.

You'll see the history and importance of branding, a contemporary assessment of best practices, and how there's always more than one way to exceed client expectations. You'll also learn a range of methods for conducting research, defining strategy, generating ideas, developing touchpoints, implementing style guides, and futureproofing your designs. Each identity case study is followed by a recap of key points. The book includes projects by Lantern, Base, Pharus, OCD, Rice Creative, Foreign Policy, Underline Studio, Fedoriv, Freytag Anderson, Bedow, Robot Food, Together Design, Believe in, Jack Renwick Studio, ico Design, and Lundgren+Lindqvist. *Identity Designed* is a must-have, not only for designers, but also for entrepreneurs who want to improve their work with a greater understanding of how good design is good business.

KEY SELLING POINT

A-level author with a leading voice in the design community.

Book is named for a large and substantial website of the same name, which will drive sales.

Large pool of professional contributing designers will be also driving eyes to the book through social media.

CATALOGUE BODY COPY

Identity Designed is the definitive guide to creating brand identities, by bestselling writer and renowned designer, David Airey. The book covers in detail each step of the process: how to prepare the brief, conduct research, define strategy, generate ideas, develop touchpoints, reach consensus, implement a style guide, and future-proof your designs.

In full color images, the book showcases a stellar collection of high-calibre projects from the author as well as a wide variety of the world's most talented designers and design studios, sharing inside stories on the thinking and development processes of these examples. Throughout, Airey speaks to the history and importance of branding, offers a contemporary assessment of best practices, and illustrates how there's always more than one way to exceed client expectations.

A must-have, not only for designers, but also for entrepreneurs who want to improve what they do with a greater understanding of how good design is good business.



Imprint: Rockport Publishers

Pub Date (UK): Jan 24, 2019

Price: \$40.00 USD / \$52.00 CAD / £25.00 GBP exc VAT / £25.00 GBP inc VAT

ISBN-13: 978-1-63159-594-3

Page Trim Size: 8.5 x 10

Format: Paper Over Board

Pages: 288

Word Count: 40000

Audience: General Trade

Age Range: NA

No. and Type of illustrations: 300 color photos

Series: NA

BIC Category:

AK - Industrial / commercial art & design

AKL - Illustration & commercial art