



REFLECT
DESIGN
CO.

**SO WHO IS
REFLECT
DESIGN
CO**

**REFLECT
DESIGN
CO.**



REFLECT DESIGN CO

**REFLECT DESIGN CO. IS A ONE-MAN CREATIVE STUDIO
SPECIALIZING IN CREATING UNIQUE AND
IMPACTFUL BRAND IDENTITIES.**

**OWNER
& DESIGNER
ZACH
SILVER**



**ZACH HAS PRODUCED WORK FOR PEOPLE ALL
OVER THE GLOBE WORKING WITH NEW AND
ESTABLISHED BUSINESSES TO DEVELOP,
CREATE, RECREATE AND EXPAND THEIR
VISUAL PRESENCE IN ENGAGING &
FULFILLING WAYS.**

WHY DOES BRANDING MATTER?

WE'RE NOT IN KANSAS ANYMORE.

OK. LETS CUT TO THE CHASE.

**YOU WANT TO STAND OUT AND BE THE
BEST AT WHAT YOU DO.**

**YOU WANT AN AUDIENCE THAT LOVES
YOU, AND YOUR PRODUCT/SERVICE.**

We're not in Kansas anymore. The world isn't simply black & white. A well designed logo is not enough to stand out from the crowd anymore. People have (mostly) come around to the fact that having a half decent logo is pretty important. With that comes a more saturated market of "pretty good" logos. So how do you break the mold? How do you stand out?

YOU TELL THEM A STORY.

You create a brand that is built around the struggle, the hard work, the blood, sweat and tears that you've put into bringing your business to life. If your brand conveys your passion and if people can tell that you've put that hard work & love into what you do, they will want to support you. You'll stand out, your business will grow, you'll gain new customers, make existing ones more engaged AND most importantly make it easy and exciting for them to do business with you.

And luckily for you, I don't just make logos. I tell stories.

So what does that really mean. How do you do that?

It means that when you hire me, I'm not just going to draw you up a cool looking logo that sort of has something to do with what you do, throw a cool font on it and then take off and never talk to you again. Your brand will grow with you and be a responsive entity - having an option for every usage scenario and I'll be along for every step it takes.

Every job I do, I take the time to get to know the client, learn their story, see their vision and then implement it and nurture it. Every action and every pen stroke in the process is influenced by the people and the experiences that they have.

This allows for a relationship that isn't a client telling the designer what to do, but a client & designer working together and collaborating to create something that represents or "reflects" the clients identity and story.

The client is just as important as the designer in this process. It's a team effort.

Sounds kind of cool right?

Well the results speak for themselves. Brands that are built like this have a backbone, they have integrity, guts, depth and a story to tell. And that's the key to building something successful.

Intrigued? Turn the page to take a look into what that looks like.

A COLLABORATIVE EFFORT.

Building a brand together is going to be a completely new experience for you. Along the way I'm going to dig down deep to get to the root of your story, tear up those roots, flip everything on it's head and explore every possible creative possibility. We're gonna make you a cast of brand elements so strong, they tell a story people can't get enough of.

During the process I'll push you. Push you to imagine new ideas and to believe that doing something different can lead to excellence. Things built with quality and care pours the foundation for success. Sometimes excellence comes from going a little bit outside of the norm.

With Reflect Design Co. as a part of your team, I'll be the positive force bringing the needed change to make lasting and impactful success.

If this sounds exciting and a little bit scary to you, that's a good sign that this is what you need to do to make your goals happen.

If you're ready to do this, to take this step, I am ready to partner with you and work alongside you. Together, we are going to make something amazing, and in the meantime make your business more successful.

I want to be there when your business sees growth, and I want to be there when you hit your milestones.

I don't walk away after the 1st job is launched. I'll stay in contact, make suggestions to expand elements, keep making positive change and creating success for your business. Your brand is a living thing, so as life changes, it needs to as well. I'm in it with you, to help you keep it healthy, hearty, and in it's best condition.

Your not just hiring me, I'm becoming your partner.

“Rarely do you work with someone where you truly struggle to write a testimonial for them. Normally you'd write a testimonial preaching about their amazing skills, ability to deliver and general like-ability and call it a day. Doing just that, writing about how great Zach's skills are and how amazingly he delivers, however, would be under delivering. Once you see how consistantly Zach goes above and beyond for you, you'll see how how difficult it is to write a testimonial for him that doesn't sell him short, no matter how hard you try.”

-LEE TENGUM
7AM.CA

THE PROCESS

Now if you've made it this far and you're still interested, you probably want to know a little bit more about how all of this works. So let's get specific. Here's a layout of the steps we'll take along the way to create something awesome together.

NO.1: STORYBOARDING

Storyboarding is a term most commonly used in film, but I think it's the perfect analogy for what I do at this step. This is where I spend time learning about your business and your audience before I even put pencil to paper.

I meet with you and we get deep. I learn how your business started, where you want to take it, and even bumps along the way. I also learn about you and your team personally, what you like to do for fun, how much coffee you drink in a day. All of that personality is what is going to make your story something special. This part of the process also includes us digging into what you like stylistically. Typography, colours, era, heritage; it all comes into play here.

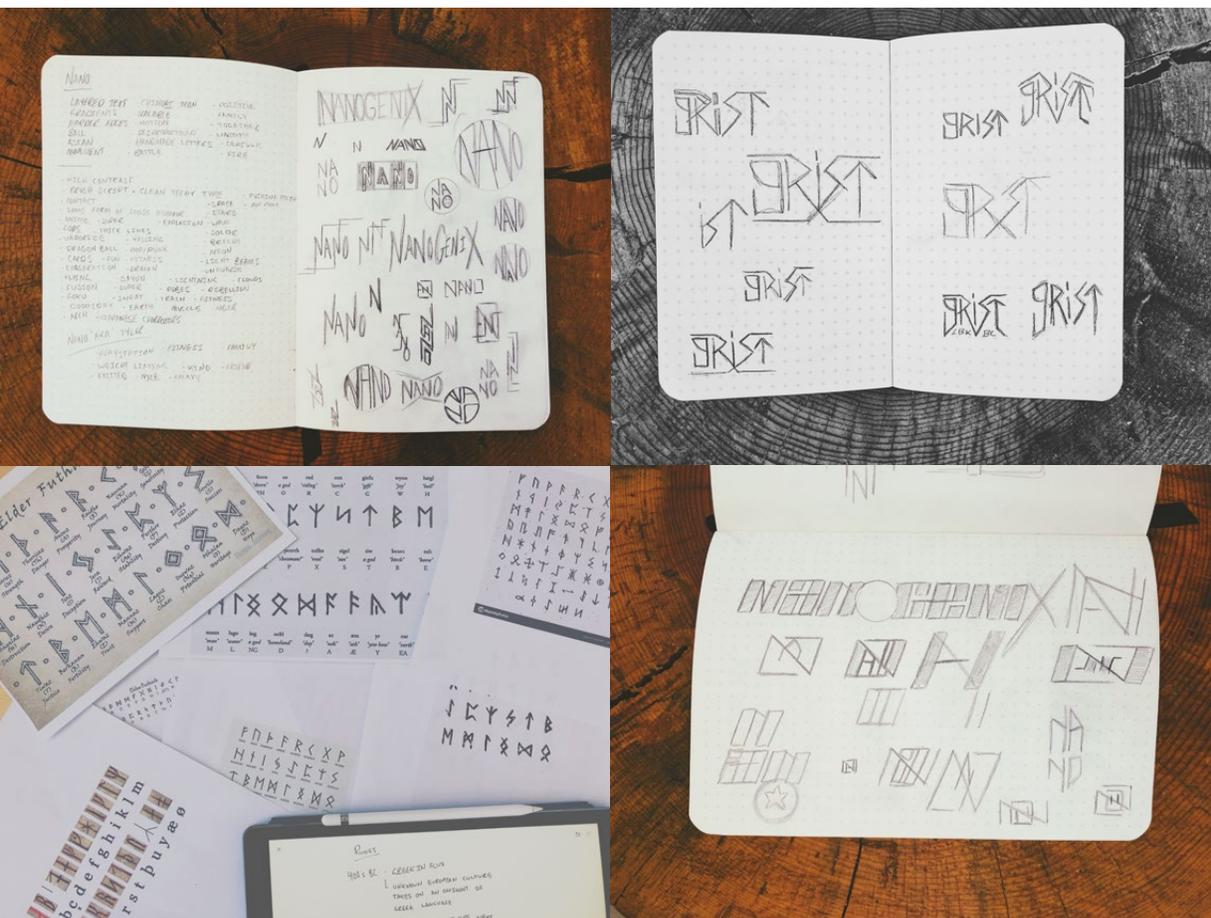
I work through the next 2 steps, giving you small updates as I make progress! Part of hiring me is entrusting me with creating something that is going to work for you. You're hiring me because (at least I hope) you think I know what I'm doing. So just trust me until we get to No.4

№2: ROUGHIN' IT

After I take all the info we've put together in the first step, I start turning that into some actual visual concepts. And most of the time it ain't pretty.

I take a sketch book and fly through ideas, good and bad, putting every possible idea on the table.

Most of the time, it's all pretty rough around the edges, but there's always a handful of ideas that stand out. I take those and move on to the next step.



№3: MAKE IT PRETTY

This is where things start to get good. I take the couple of concepts that I liked from Step 2. and start to refine them, refine them again, and so on and so on. Nit picking over the little details, cleaning things up so they are on point to show you! Usually, I end up with about 2 different directions here. All the info I've learned and compiled comes together and allows me to create in a way that has you and your business infused into it. Because of this, I've never had a single project make it to Step 4 and not have something my clients love going into Step 5.

№4: SHOW & TELL

This is where I take the ideas I've come up with, and show you! I present my pieces in black and white, the ideas behind them, and why I know that they are going to be the right solution for you and your business. I'll usually present 2 options here, and I've never had a single client not choose one or the other from this stage. Because of that time we put in at the beginning, you will see yourself and your vision in what I create.

On the next page you'll find a summarized version of 2 options that I've presented at this stage before, just to give you an idea of how refined the concepts are at this point. You get 2 rad concepts to choose from. Most of my clients tell me that they have a hard time choosing between the two concepts because they love them both so much!

№1

FIRE  HALL

KITCHEN & TAP

FIRE  HALL
KITCHEN & TAP

THE
Fire Hall

FIRE HALL
KITCHEN & TAP

№2

EST.  MMXVII

KITCHEN & TAP

FIRE  HALL

FIRE  HALL
EST MMXVII

 FIRE HALL
KITCHEN & TAP

NO5: REFINE NOT REVISE

Refine: to improve (something) by making small changes, in particular make (an idea, theory, or method) more subtle and accurate.

Revise: to take time to make something different.

Have you ever dug into those definitions? Pretty interesting, huh?

At Reflect Design Co., I don't offer revisions. I offer refinements.

Small changes that don't affect the integrity or intention behind the concepts. You hired me to make something that represents what you do, and make something that's going to be successful. So, we should only have to hone in on the perfect end result, not alter the concept.

This usually looks like a bit of clean up, some development of further supporting pieces, adding in colour and possibly working on other visual elements inside the brand. This part of the process is where the brand becomes responsive, where we make sure there's an element for every usage situation - big, small, wide, tall, round, square etc.

The brand really starts to become something special at this stage. It starts to show it's character and tell your story.

The next page shows what step No.5 looked like for Fire Hall Kitchen & Tap once we moved forward with concept 1 from step No.4.

FIRE  HALL

KITCHEN & TAP

CBK
FH
BC

THE
Fire Hall

FIRE
HALL
KITCHEN & TAP



№6: IMPLEMENT

The last step. This is where we get to see all of the hard work we've done start to pay off. It's also the step that usually gets overlooked by a lot of new branding launches.

This is where we implement everything we've made. I guide you through the best way to launch and showcase your new identity. Helping you make a huge splash, build hype, and gain excitement for your business.

Then once we finally launch, I guide you every step along the way. I make sure that the brand vision stays true throughout every use of a logo, or every document printed.

Keeping your story strong = integral business growth.



WHAT'S NEXT?

The next couple pages go through what a branding package can consist of and what makes those elements important. We'll discuss which of these options will be the best fit for you once we get to quoting.

After the branding examples, you'll find some projects I've worked on with some kind words from my clients.

I hope, if anything, I've been able to open up some new ideas for you about what branding means for you and your business. Let's talk soon.

F.A.Q.

Here are some quick answers to the questions I get most often regarding branding. Make sure to shoot me an email if you've got a question that isn't answered here!

WHAT DO I GET?

Once the project is complete and all outstanding invoices are paid you receive HIRES and NORMAL image files, as well as vector versions of the brand elements upon request. You'll also receive a branding manual to guide you on how to use your new brand identity!

HOW LONG DOES IT TAKE?

Brand identity timelines vary in length, depending on how expansive the brand we develop together actually is. Most projects last from 4-6 weeks on average.

HOW MUCH DOES IT COST?

Every project is a little bit different depending on the scope of the project and the amount of elements we create together! I'll put together a few different pricing options and we can select the one that fits your budget best!

SO YOU WORK REMOTE?

With technology these days, being on location isn't a necessity for creating branding identities. I've worked with clients all over the world and helped them bring their brands to new levels. Via Skype, Phone or Slack, you'll hear from me just as often and consistently as if I lived in your city, town, village or kingdom!

WHAT I DO

REFLECT DESIGN CO CREATES RESPONSIVE BRANDING IDENTITIES

WHAT DOES “RESPONSIVE” MEAN?

Responsive means a couple of different things when it comes to my branding packages.

First and foremost, it means that your brand always looks good, no matter the size, aspect ratio, or device that it's viewed on.

This means that your brand contains more than just a main logo. It contains a main logo and a series of supporting elements that create a greater sense of depth to the brand, while also making it more flexible to use.

Secondly, responsive means that the brand is designed to grow with you and last for years to come. I develop the brand to tell your story. It's fully based on you, your character, and your business legacy. Because the brand is based on you, it grows with you and becomes even more relevant as your story continues and as your business grows.

Check out some examples of the kinds of elements I create to make a responsive branding package on the next page.



MAIN LOGO

The main mark of your brand, people's first intro to your story and the thing the whole rest of the brand is built around. This is where every project starts.



ALTERNATE

There will be times when the main logo isn't the best solution! It might not work square cropped, or it might look too small when it's in a rectangle. An alternate adds flexibility while maintaining brand integrity. Just as it sounds; an alternate logo.



LOGOTYPE

Logotype simply means a logo made of only type. It's a great way to add variety & character to your brand while expanding your style. I hand letter you a logomark to match your brand and provide even more depth. Great for when you want a slightly more subtle brand presence.



MONOGRAM

Another mark made simply out of type, a monogram consists of the main letters of your brand pieced together in an interesting way. Just another cool way to add some variety and flexibility to your brand. This one is for V&CO.



ICONS & WEB GRAPHICS

Stock icons don't stand out! Let's keep the brand integrity across everything by creating some custom icons to use across your brand!



ILLUSTRATION

Studies show that people are way more likely to engage with a brand that has an established illustration system in place. Let's develop an illustration style for your brand that you can use to add character to current material and future ideas.



PACKAGING

Got a product you need to sell? I can help you design a killer packaging system that keeps your product flying off the retail shelves and constantly purchased on your online store. Let's do it!



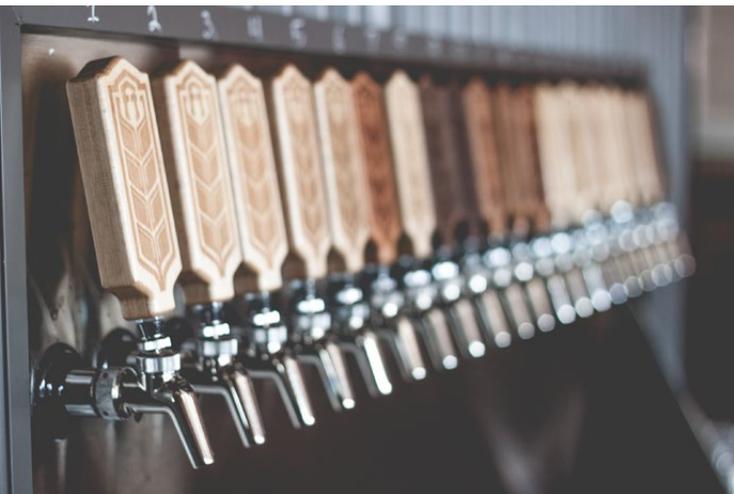
PRINT DESIGN

From business cards and menu design, all the way to punk rock style posters, I've worked in every medium print has to offer. Let's make sure your brand stands strong in your printed media!



MERCHANDISE

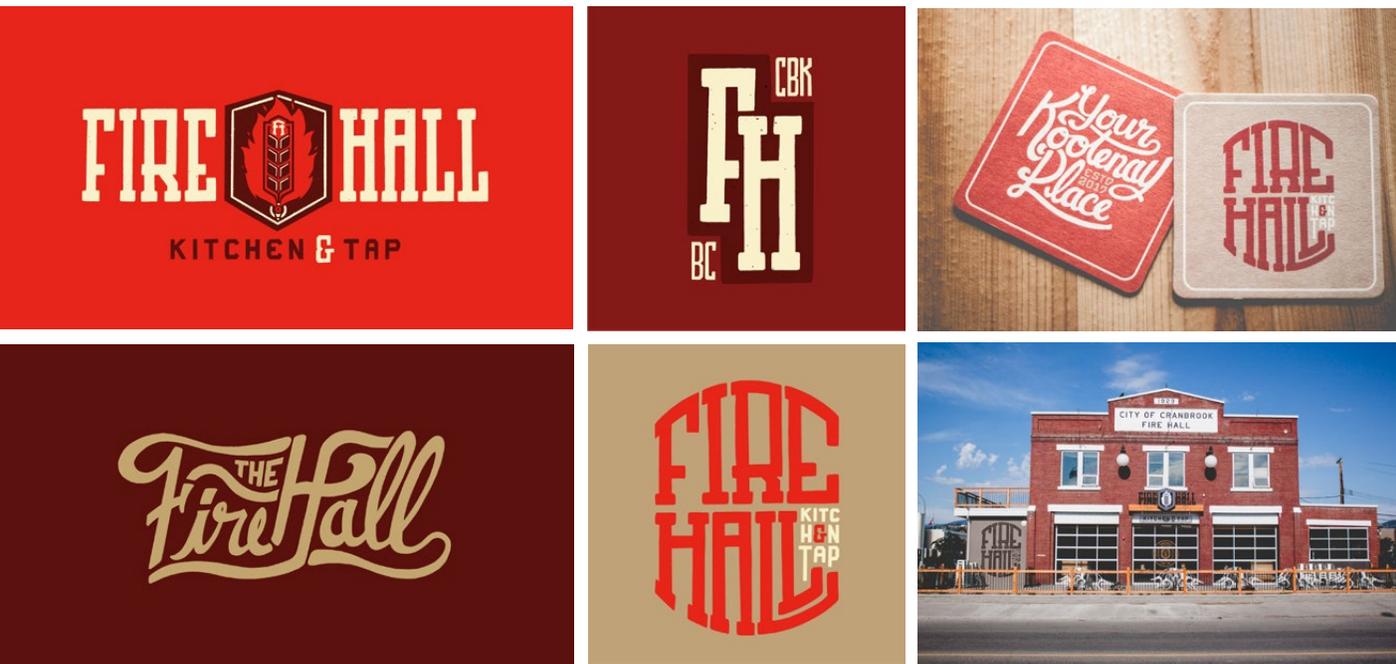
Let your fans and audience show their support. I'll design some killer merch for you to sell to your audience.



EXPERIENCE DESIGN

Branding is so much more than logos. Let me help you design your customer experience. I'll make sure that every experience your customer has with your brand is a memorable one.

MY WORK.



FIRE HALL KITCHEN & TAP

Cranbrook, BC | www.firehallcbk.ca

"My partners and I took on a huge project that had no business working out. That we made it out of the gate is due to the support, creativity, and general wizardry of Zach Silver. Zach was there for anything and everything our project needed, including marketing and business advice outside the realm of his contract. While we hired Zach because of his impressive portfolio and passion for design, we were completely unprepared for him to become one of the most influential people to touch our project. If I was thinking of doing another project, Zach wouldn't just be a call, he'd be my first call.

-JESSE ROBERTS

OWNER @ FIRE HALL KITCHEN & TAP

QUENCH
BEVERAGE CO.
ESTD.  2018

QUENCH



QUENCH BEVERAGE CO.

KIMBERLEY, BC | www.quenchbeverage.co

“If I had to choose one word to describe what Zach created for my brand it would be an impossible task. Brilliant, intuitive, creative, focused, and Bang On just scratch the surface. In very short order Zach created a comprehensive branding package that was above and beyond my expectations. When customers clamor for a product before it is even produced you know the brand is on point. I look forward to working with Zach on my new projects and can't wait to see what amazing concepts he develops. Bottom line: Zach is Your branding superstar!”

-SIOBAN STAPLIN

OWNER @ QUENCH BEVERAGE CO.



KINDA FUNNY

SAN FRANCISCO, CA | www.kindafunny.com

Thank you SO MUCH man. You are so talented, and working with you is always a blast. So excited for everyone to see your work!

-TIM GETTYS

CO-FOUNDER @ KINDA FUNNY



STATUS  **CHANGE**



STATUS CHANGE

LOS ANGELES, CA | www.statuschance.com

“Animations, illustrations, or a logo, Zach always clearly described his thought process, letting me know that every stylistic choice was carefully considered. I'm excited to see what Zach comes up with in the future, as I fully intend on working with him whenever I need to grow my brand in new and exciting ways.”

-JAMES FERRELL

OWNER @ STATUS CHANGE

**LET'S TAKE
OVER THE
WORLD
TOGETHER**



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ZACH@REFLECTDESIGN.CO TO GET STARTED

WWW.REFLECTDESIGN.CO