



REFLECT DESIGN CO
BRANDING METHOD

Reflect
DESIGN
COMPANY

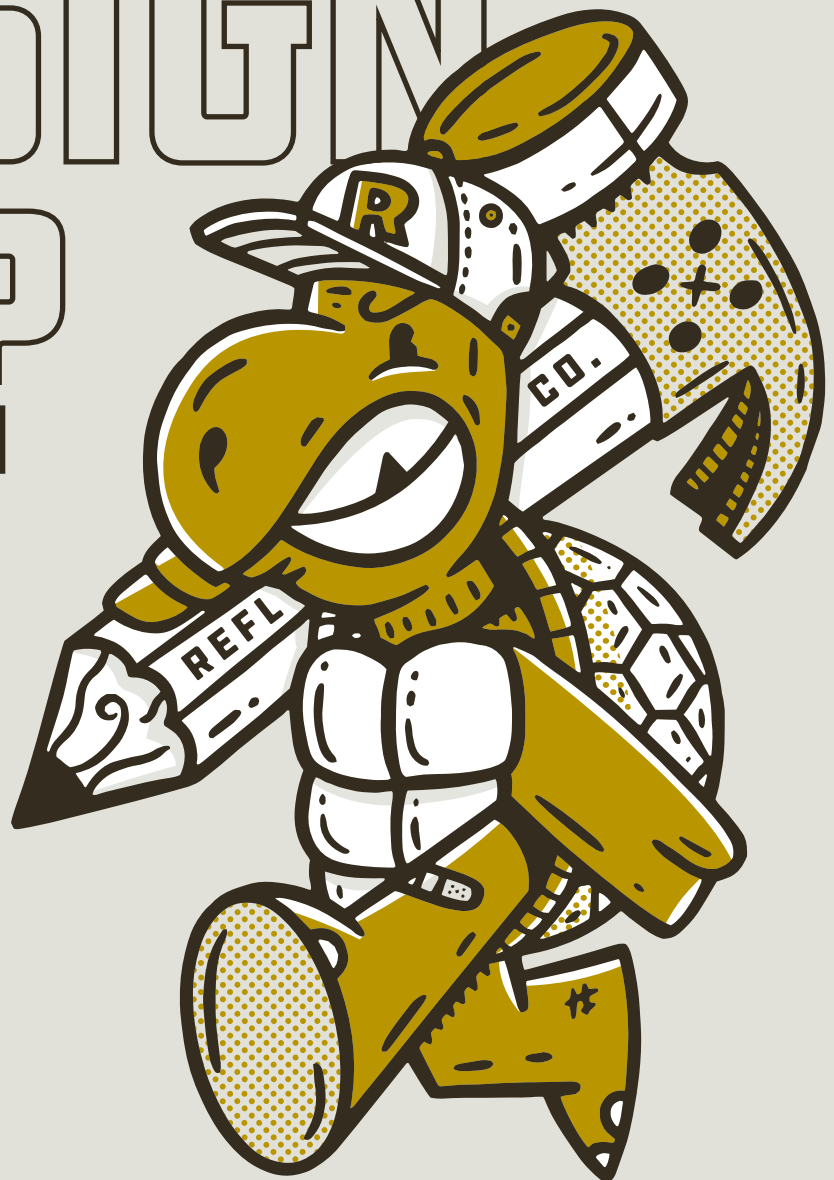
BRANDING RESPONSIVELY
FOR MAXIMUM IMPACT,
GROWTH & STORY.

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SO WHO IS
REFLECT
DESIGN
CO?





REFLECT DESIGN CO

is a graphic design studio focused on working with clients to create engaging and meaningful design solutions to help their businesses reach greater heights. From **Illustration, Packaging & Custom Type to Animation and Experience Design**, I pride myself on being a One-Stop-Shop for all of your branding needs. I believe that the best work comes from authentic relationships. So with that, my process is very collaborative. I'm here to work with you every step of the way to turn your story into something that people can grab and never let go of.

No story is too big or too small for Reflect. Whether it's crafting an illustration system for the biggest media podcast on the globe, branding a video game studio with a rich historical foundation, building a collaborative creative space for community online, designing a craft beer tap house, or producing a product line for a small batch spirit revolution, I'm here to be your partner in getting your story heard.



ZACH SILVER

PRINCIPAL & CREATIVE DIRECTOR

Zach believes that great stories make for a richer life, so he crafts brands driven by story, supported by strategy, and established with great design. No two people are the same, and no two life stories are the same, so no two brands should look the same. Your brand should look like YOU. Zach prides himself on being a listener first and a designer second. He'll hear your story out and turn it into a powerful, moving, and engaging visual toolkit for you to conquer your dreams, make huge waves and leave your legacy.

When he's not behind his desk crafting stories for people just like you, you'll most likely find him behind his drum kit playing along to the latest Dua Lipa single, sipping a frothy pint on a pacific northwest patio with his high school sweetheart, Dariynn, re-watching Batman: The Animated Series for the umpteenth time, or digging into the latest PlayStation exclusive as fast as he can get his hands on it.

WARRIOR
VALUES



VALUE #1



The truth is, sometimes slow & steady doesn't win the race. I'm happy to provide **Fast N' Steady design services to make sure we reach your goals.**



VALUE #2



Boring design is just that. Boring. You won't find any run of the mill, "trendy," design here. I Never Play It Safe to make sure that your business stands out.



VALUE #3



**I give my all to my projects.
No idea is out of the question
or out of reach. There's no
such thing as overachieving.
I'm a Heavy Hitter.**



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 essential. With that comes a more saturated market of "pretty good" logos. *So how do you break the mould? How do you stand out?*

YOU TELL THEM A STORY.

You create a brand built around the struggle, hard work, blood, sweat, and tears 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 has some resemblance to what you do, throw a trendy font on it and then take off and never talk to you again. Your brand will grow with you and be a responsive entity, a **Visual Storytelling Toolkit**, containing an option for every usage scenario. I'll be right alongside it 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 and nurture it. Every action and every pen stroke in the process is influenced by the people and their experiences. This allows for a relationship that isn't a client telling the designer what to do, but rather a client & designer working together and collaborating to create something that represents or "*reflects*" the client's 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 built like this have a backbone; they have integrity, guts, depth and a story to tell. And that's the key to creating something successful. Hard Workin' Design; design that does the heavy lifting for you.

Intrigued? Turn the page to take a look at 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 its head and explore every 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 pour the foundation for success. Sometimes excellence comes from breaking the mould and going a little bit outside of the norm.

With Reflect Design Co. as a part of your team, I'll be a 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 hits its milestones.

I don't walk away after the first job is launched. I'll stay in contact, make suggestions to expand elements, keep making positive changes 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 its 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 preach 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.

№1: DISCOVER

Storyboarding is a term most commonly used in the film industry, 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 audience before I even put pencil to paper.

I meet with you, and we get deep. I learn about how your business started, where you want to take it, and even bumps along the way. I also learn about you and your team; what you like to do for fun, how much coffee you drink in a day and what music your group likes to listen to. 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 all come into play here.

I work through the following two steps, giving you minor 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 step No.4.

№2: ROUGHIN' IT

After I collect 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 sketchbook 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: TIDY UP

This is where things start to get good. I take the couple of concepts that I liked from step No.2 and start to refine them, refine them again, and so on. I nitpick over the little details and clean things up, so they are on point to show you! 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.

№4: HUZDAH! IT'S ALIVE!

This is where I take the ideas I've come up with and show you! This is one area in my approach that differs quite substantially from other designers. I'm only going to show you one unified option. From experience, presenting multiple concepts only makes things more difficult for my clients, and the end product always ends up being watered down. Multiple concepts lead to picking and choosing pieces from each and combining them into some kind of Frankenstein monster that isn't intentional or unified, which means it isn't going to be successful. I do all the work behind the scenes of selecting the best options to tell your story.

Because of all the groundwork that I do upfront, getting to know your business and style preferences, you see yourself reflected in what I present, and you've been a part of the process. It's a special moment when you see your vision come to life, and for this reason, 99.9% of the time, my clients are thrilled with what I present here. Following this presentation, we move into the "Refinement" phase. More on that in the next section - **ONWARD!**

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 will be successful. So, we should only hone in on the perfect end result, not alter the concept.

This usually looks like a bit of clean-up, creating further supporting pieces, adding colour, and possibly working on other visual elements inside the brand. This part of the process is where the brand becomes responsive; 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 its character and tell your story.

Nº6: 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'm with you every step of 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 following pages go through what a branding package can consist of and what makes those elements important. We'll discuss which of these options will best fit you once we get to the quoting phase.

After the branding system 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 about what branding means for you and your business. **Let's talk soon.**

HOW I BRAND.

**THE RESPONSIVE
BRANDING METHOD.**



SO 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 includes a main logo and a series of supporting elements that create a greater sense of depth to the brand and make 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 your business grows.

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



Relater



WORDMARK

A **Wordmark** is simply a logomark that consists of only typography. Every wordmark that I create is designed from the ground up. No existing typefaces are used; I draw every letter by hand. We craft the letter style together and build a fully custom mark that is 100% unique to your brand.

ICON

As powerful as words are, sometimes you want to brand something that doesn't allow for words to be used. Whether it's a social icon, an envelope seal, or simply a tiny placement, you need something iconic that ties into your brand without the use of words. That's where **the Icon** comes in.

LOCKUP

The **Lockup/Main Logo** brings both sides of the story together. The style and story of the wordmark partnered with the icon's symbolism create the perfect introduction to your brand. It clearly introduces the brand while also providing a start to the viewer's relationship with the icon.

ALTERNATES

While your main logo is designed to be a perfect introduction to your brand, there might be usage situations when it is not the best fit. That's where **Contextual Alternates** come into play.

Contextual Alternates are alternative layouts of the elements that make up the Main Logo. These layouts are specifically designed to address tricky spots or use case scenarios with the main logo.

Say your placement has a ton of vertical space, but your logo takes up too much horizontal space. We'll make a version of the Main Logo that adapts to this. We'll make as many of these as necessary to make the brand as flexible as possible.



SECONDARY MARKS

Secondary marks are pieces designed to deepen and enhance the experience that your customers have with your brand. These marks can look like anything from a Script Mark or Monogram to a Custom Pattern or Mascot; the possibilities are endless. Once the core marks/logos are designed, I create additional marks to better support and elevate the entire brand experience based on any holes or needs that I'm seeing. They look a little different with each brand I develop, as the needs of every brand are different.





PRINT DESIGN

From book covers, 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've got all the knowledge to design a massively successful apparel wing for your business and all the relationships to get it printed to the highest quality possible.



EXPERIENCE DESIGN

Branding is so much more than logomarks. Let me help you design your customer experience. From award-winning signage systems to physical touchpoints at your location, I've got the know-how to make your customer experience memorable and authentic.



ILLUSTRATION

What's that old saying - pictures speak louder than words? Let's create some engaging imagery that makes your brand story even more attractive and powerful!



PACKAGING

Let's face it, when you're not there to sell your product, it needs to do the selling for you. An excellent packaging system will make your product stand out from the crowd and give your brand recognition.



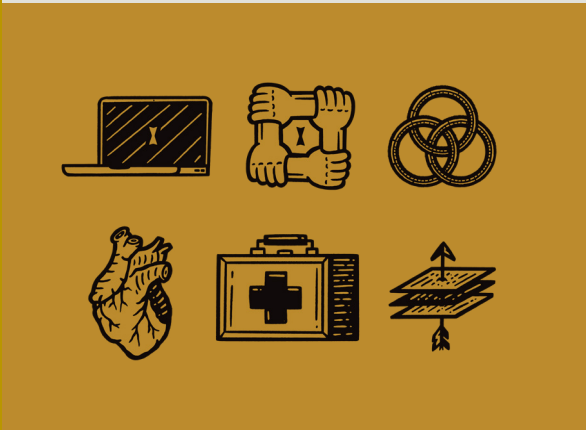
CUSTOM TYPE

Typography has a beautiful capability of making us feel the words that it's saying. To take full advantage of that, I specialize in creating full custom letterforms and fonts to make sure your brand story is told perfectly.



ANIMATION

Motion quite literally brings your brand to life. Let me create a motion language for your brand to speak with, and your advertisements and promotions will ooze personality and garner attention.



EXTRA 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!



STREAM ASSETS

Need to bring your brand to life on a live stream? I've got your back. From fully animated overlays to custom alert animations, your brand will always shine.



"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

FIRE HALL KITCHEN & TAP | CRANBROOK, BC

FIRE HALL



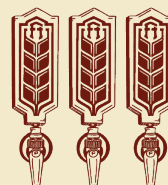
KITCHEN & TAP



THE
Fire Hall

THE FIRE HALL
Nº1
CBK, BC

FIRE HALL
GRAND OPENING
BRITISH COLUMBIA
KITCHEN & TAP

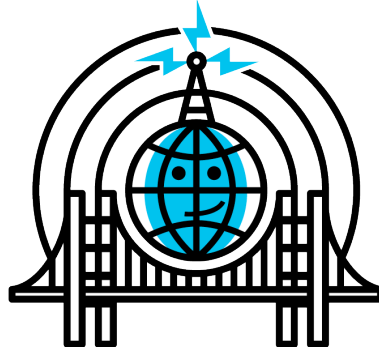


VIEW ENTIRE PROJECT AT REFLECTDESIGN.CO/PORTFOLIO

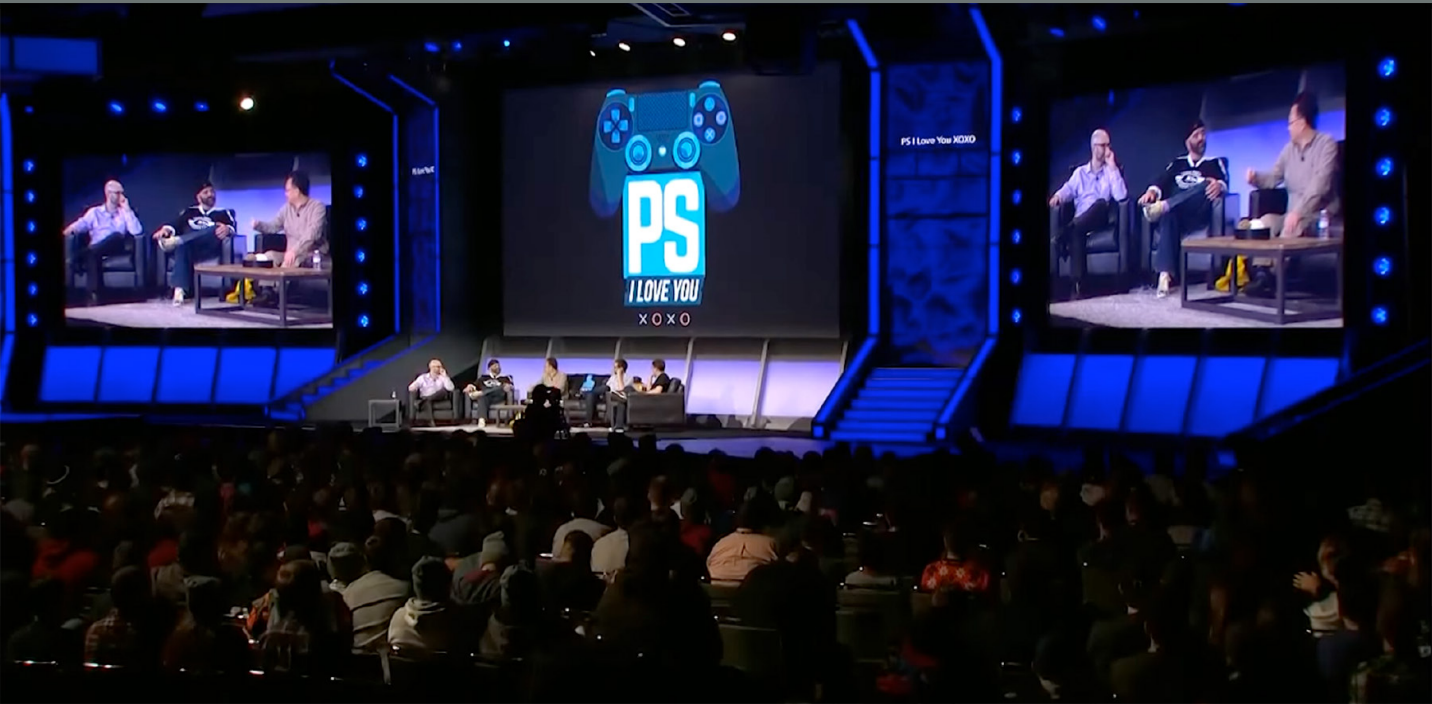




THE Kinda Funny PODCAST





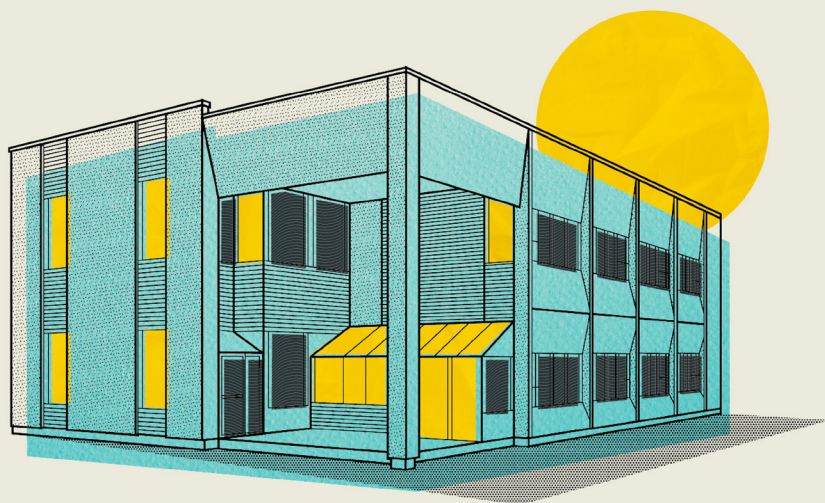
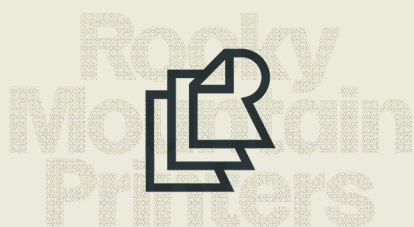




I remember the first time I saw one of Zach's designs – it was so vibrant & refreshing – and that was almost a decade ago. Since then, I witnessed his talent explode onto the local business scene & beyond. He's positively the most brilliant designer I've worked with. Before I met Zach, I wouldn't believe a one man show could handle a rebrand as big as ours. After the initial meeting, our team unanimously agreed we made the right choice. With each stage of the process, we were blown away by what he captured from our meetings and how that translated into our brand... he listened to every team member, took every dream & fear we expressed and turned it into an incredibly thoughtful & versatile branding system. It was so obvious that he was the type of person who digs deep. I'll never forget the big smiles from our team when I presented what Zach created. I feel honoured that I had the chance to witness his process and I won't hesitate to recommend his skills to any one who understands the impact of good design (we've been printing long enough to know – bad design costs a fortune)

JESSICA BRITTON
ROCKY MOUNTAIN PRINTERS | CRANBROOK, BC

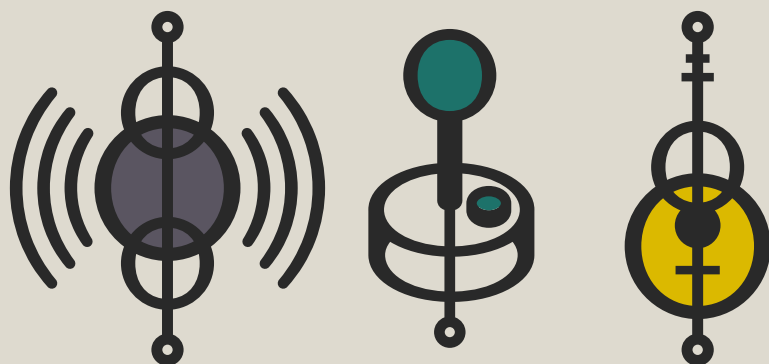
Rocky Mountain Printers





As a creative, it's easy for me to come up with ideas. Ideas are cheap. The expense is found in the execution. Having someone who can not only partner with me, understand and execute my vision is invaluable. The ability to wrangle my abstract thoughts into tangible and relatable assets was the very thing I was missing and the very thing Zach gave me. He manifested my vision into bite sized components that helped establish the very ethos of my brand. He did it with originality and without sacrificing the integrity or intent of my original idea. He simply made it better. He made it real.

TROY BAKER
RELATER | LOS ANGELES, CA





Relater

Troy Baker
is telling
stories.

VIEW ENTIRE PROJECT AT [REFLECTDESIGN.CO/PORTFOLIO](https://reflectdesign.co/portfolio)





"When we set out to find the right designer for our new venture, Zach Silver was referred to us by a close friend who had seen his work at The Firehall in Cranbrook. After conducting our due diligence among the selected firms, we decided to give Reflect Design an opportunity to show us what we can expect. We made the right choice! We were immediately impressed. He was able to take our vision and bring it to a whole new level. We continue to use his services and would highly recommend his firm if you are looking to stand out from the crowd. His easy going professionalism and seasoned eye make our design decisions a breeze."

RICK NIXON

TONIK DISTILLERY | NELSON, BC

TONIK

DISTILLERY



[VIEW ENTIRE PROJECT AT REFLECTDESIGN.CO/PORTFOLIO](https://reflectdesign.co/portfolio)







"Zach was amazing to work with on our rebrand. His ability to distill the idea around what I needed to perfectly complement not only what our brand was looking for visually but how that representation would be cohesive across so many platforms really brought home just how important working with a professional can be. I loved that he wanted to get every detail about the ethos of what we do and how that would inform what he created for us. Tinkering and working out ideas is something that usually is scary with designers, but Zach was great at letting me add ideas and then discussing how we might be able to tweak them for the best results. As a person who always loves to be a part of the process, this might have been the coolest part of working with him. I would encourage you all to work with Zach on your projects, he is caring and thoughtful about making you and your brand stand out. He has forever changed how Spawn On Me will be viewed in the world and I'm excited to see what we can build together in the future."

KAHLIEF ADAMS
SPAWN ON ME PODCAST | PORTLAND, OR

SPAWN ON ME

BLACK
LIVES
MATTER



KAHLIEF ADAMS

 [KAHJAHKINS](#)



TRE AND J HAZZARD

 [TEAMHAZZBROS](#)

SPAWN ON ME



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"I have worked with Zach for many years now and I knew in a new role at a church in Calgary, undergoing a rebrand, that we needed his help. Honestly church branding brings its fair share of unique challenges because you aren't just developing a brand for a company or product, it's like you are trying to create a brand for a family. Zach brought such incredible creative ideas, walked us through the process and helped us launch. I have recommended him often to others and am always so stoked to see what new branding he is coming up with. Being a part of Reflect Design's portfolio is like being a part of a community and I am proud to have our place in it."

JOEL PURDY

FORERUNNER CHURCH | CALGARY, AB



**FORERUNNER
CHURCH**



FORERUNNER

VIEW ENTIRE PROJECT AT [REFLECTDESIGN.CO/PORTFOLIO](https://reflectdesign.co/portfolio)





FAQ

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 & NORMAL image files and vector versions of the brand elements upon request. You'll also receive a branding manual to guide you on using your brand identity to its best!

HOW LONG DOES IT TAKE?

Brand identity timelines vary in length, depending on how expansive the brand we develop together actually is. Most branding projects last from 6-10 weeks on average.

HOW MUCH DOES IT COST?

Every project is slightly different depending on the project's scope and the number of elements we create together. I'll put together a few pricing options, and we can select the one that fits your budget while also giving you the best solution for your business!

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 Zoom, Phone or Slack, you'll hear from me just as often and consistently as if I lived in your city, town, village or kingdom!

LET'S TAKE OVER THE **WORLD**



**SHOOT AN EMAIL TO
ZACH@REFLECTDESIGN.CO
TO GET STARTED**



WWW.REFLECTDESIGN.CO