

THE OVO PROCESS

Define

STEP 1: Define

Definition of brand purpose, mission, values, personality, peers, and audience drive the realization effort. This 'design as visual problem solving' approach acknowledges both the communicative power of and increasing consumer need for clear, meaningful design. We have developed proprietary creative briefs to ensure efficiency and accuracy during this critical stage.

Concept

STEP 2: Concept

Once defined, the offering is then distilled down and a communicative concept is constructed out of absolute essence. This concept exposes the core message of your offering, clarified for optimal effectiveness; a catalyst for all subsequent visual ideation.

Create

STEP 3: Create

Design is not aesthetics. We are disciplined in our approach and develop form based on intention, not decoration; message, not style. Through initial sketches to final approval, you will find our ideas insightful and unique, and our execution detailed, timeless, and compelling.

Direct

STEP 4: Direct

Once brand identity initiatives have been established, management, implementation, and direction of those initiatives become paramount. Whether through brand standards documentation, on-site presentations, or an ongoing management agreement, OVO will clearly direct your branding so that it consistently performs.