

BRANDING & IDENTITY DEVELOPMENT PLAN

FIRST 30 DAYS

WHAT THIS DOCUMENT IS

This is my default approach to building artist visual identity from the ground up – a working framework I use when starting a new project.

It outlines what I focus on in the first 30 working days: how I research the project, how I develop visual direction, and what deliverables I produce at each stage.

Every artist arrives at this process differently. Some already have a name, a release, and a visual reference point. Others are starting from zero. The phases described here may overlap, compress, or shift depending on what already exists and what the project actually needs – but the goal stays the same: to build a coherent visual identity that works across platforms and holds up over time.

The timelines listed are estimates based on a standard workflow with 1–2 revision rounds per stage. In practice, some stages move faster, others take longer. The numbers are a reference point, not a deadline.

PHASE 1

FOUNDATION & DISCOVERY

Estimated time: 2-3 days

The goal of this stage is to understand the project before any visual decisions are made.

Everything that follows – visual identity, symbolism, content, and branding – should be built on a clear understanding of the artist and the project itself.

1.1 Project Discovery

Understanding:

- the origin of the artist/band name
- the core ideas behind the project
- existing tracks, demos, and releases
- recurring themes, concepts, and inspirations

The goal is to identify ideas that already exist within the project rather than inventing them from scratch.

1.2 Artist Presence

One of the first decisions we define together is how the artist exists visually within the project – or whether they appear at all.

Questions include:

- complete anonymity
- mask or concealed identity
- character or avatar
- symbolic representation
- no visual persona at all

This decision affects all future branding and content development.

PHASE 2

VISUAL EXPLORATION

Estimated time: 2-3 days

Before developing logos, branding systems, or content structures, I prefer to establish a clear visual direction for the project.

This stage is designed to reduce guesswork and speed up future production by identifying what feels authentic to the project and what does not.

2.1 Direction Exploration

Developing and collecting multiple visual directions for discussion.

This may include:

- poster concepts
- visual references
- symbolism
- textures
- color approaches
- typography references
- image treatment
- composition styles

The purpose is not to select finished designs, but to identify visual elements that resonate with the project.

2.2 Direction Selection

Reviewing the strongest directions and identifying:

- what should be used
- what should be avoided
- what feels authentic to the project
- what visual elements can become recurring motifs

The selected materials become the foundation for future branding decisions.

PHASE 2: DELIVERABLES

Visual Moodboard (PDF)

A curated collection of visual references, imagery, textures, atmospheres, and stylistic directions selected for the project.

Includes:

- visual references and inspiration
- texture references
- atmosphere and mood examples
- stylistic directions
- recommended visual motifs
- visual elements to use and avoid
- creative keywords and style descriptors

Visual Direction Document (PDF)

A short summary document defining the selected visual direction and the reasoning behind it.

Includes:

- selected direction
- key visual principles
- recurring themes and motifs
- references for future development

PHASE 3

LOGO DEVELOPMENT

Estimated time: 5-7 days

Once the visual direction is established, the logo can be developed within the context of the project's identity rather than in isolation.

3.1 Exploration

Developing multiple logo directions.

Possible approaches include:

- typographic logo
- symbolic logo
- hybrid logo

The final direction depends on the findings from previous stages.

3.2 Refinement & Validation

The selected direction is refined and tested across different sizes and applications.

Focus areas:

- readability
- versatility
- scalability
- consistency

The goal is to create a logo that remains effective across all future uses.

PHASE 3: DELIVERABLES

Logo Package

Includes:

- primary logo
- secondary logo variations (if required)
- symbol mark (if required)
- light and dark versions
- SVG source files
- PNG exports for digital use

Basic Usage Guide (PDF)

A short reference document explaining how the logo should be used.

Includes:

- logo hierarchy
- spacing recommendations
- minimum size recommendations
- light and dark background usage
- placement examples
- basic consistency guidelines

PHASE 4

VISUAL IDENTITY SYSTEM

Estimated time: 3-5 days

At this stage, all previously approved elements are combined into a unified visual system.

The goal is to create a repeatable framework that can support future releases, promotional materials, and social media content.

4.1 Core Elements

Defining:

- color palette
- typography
- textures
- graphic elements
- composition principles

using materials established during previous phases.

4.2 System Integration

Defining how all visual elements work together.

Including:

- logo usage
- typography usage
- color usage
- layout principles
- content consistency guidelines

The goal is to ensure recognizability across different platforms and formats.

PHASE 4: DELIVERABLES

Brand Guide (PDF)

A reference document defining the project's visual identity system and ensuring consistency across future content.

Includes:

- color palette
- typography selection
- hierarchy and typography usage
- texture library
- graphic elements
- composition principles
- logo integration
- examples of visual application
- content consistency guidelines

PHASE 5

CONTENT FOUNDATION

Estimated time: 5–7 days

The goal of this stage is to apply the visual identity system to practical content formats and create reusable assets that can support future releases, announcements, and ongoing social media activity.

Cover Artwork / 1:1 / 3000×3000 px

Platforms: Spotify, Apple Music, SoundCloud, Bandcamp, iTunes

- master visual
- additional variations if required

Spotify Canvas / 9:16 / 1080×1920 px

Platform: Spotify

- 1 animated loop (3–8 sec)

Release Announcement / 9:16 / 1080×1920 px

Platforms: Instagram Stories, TikTok, YouTube Shorts

- master visual
- additional adaptations if required

Feed Post / 1:1 / 1080×1080 px

Platforms: Instagram Feed, Facebook Feed

- master visual
- additional adaptations if required

Vertical Content / 9:16 / 1080×1920 px

Platforms: Instagram Stories, Reels, TikTok, YouTube Shorts

- promotional visuals
- teaser visuals
- atmospheric visuals

Portrait Feed Content / 4:5 / 1080×1350 px

Platforms: Instagram Feed, Facebook Feed

- promotional visuals
- teaser visuals
- atmospheric visuals

Wide Format Content / 16:9 / 1920×1080 px

Platforms: YouTube, X / Twitter, Facebook

- thumbnails
- banners
- promotional graphics

Channel Branding / 16:9 / 2560×1440 px

Platforms: YouTube Channel Banner, Platform Headers

- channel banner

PROJECT SUMMARY

ESTIMATED TIMELINE

Foundation & Discovery 2-3 days

Visual Exploration 2-3 days

Logo Development 5-7 days

Visual Identity System 3-5 days

Content Foundation 5-7 days

Estimated Total Timeline:

17-25 working days

PROJECT DELIVERABLES

- Visual Moodboard (PDF)
- Visual Direction Document (PDF)
- Logo Package
- Logo Usage Guide (PDF)
- Brand Guide (PDF)
- Potential Marketing Materials

Notes

The estimates above are based on a typical approval process and approximately 1–2 revision rounds per stage.

Creative projects often evolve during development.

In practice, some stages may expand significantly depending on feedback, experimentation, and discoveries made throughout the process.

The purpose of these estimates is to provide a general roadmap rather than a fixed production schedule.



daniilmelikhov.com