



Birch + Wolf aims to demystify branding and make it an enjoyable, stress-free, and fruitful process for small businesses. Here is an overview of how we work, with projects typically taking a few weeks to a few months depending on scope.

1. Get Acquainted

We get to know you and your business to understand your story and identify your branding needs.



2. Get Organized

We outline your project in a Statement of Work: process, timeline, deliverables, and cost. Once we agree, we're rolling.



3. Set the Foundation

We complete a competitive brand analysis for your industry and region and solidify your overall brand story. Next, we bring it to life.



4. Get Creative

We use an iterative process to develop and present you with brand design concepts, refine them, and finalize all elements: name, logo(s), colors, wordmarks, etc.



5. Delivery

We provide you with a brand page to guide your future marketing efforts, high-quality images suitable for any use, and image files sized for various social media pages.