

Guts Interview / Brand Development

Discovery Process

Analysis of Overview

Translation of Core Value Words and Statements

Brand Definition & Voice

Brand Archetype

Internal/External Disconnects

Creative Services

Logo Creation

Website Design

Print Collateral Design

Brand Style Guide

Strategy Development

Marketing Strategy Development

Reflection of Brand

Implementation

Launch of New Brand

Implementation of Strategy

The Birch Process.
Experience the
Birch Difference.

BIRCH
marketing & design group
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