SPRINKLE DAWSON LAW

CREATIVE DIRECTION. BRAND IDENTITY DESIGN. PRINT & DIGITAL DESIGN.

MISSION

To develop a visual identity for a startup healthcare and legacy planning law firm. The goal is developing an identity as a trustworthy, understanding, and reputable practice.

CHALLENGE

Sprinkle Dawson Law is a completely new startup seeking to establish a strong identity to set a strong footprint with their target audience.

OUTCOME

As Creative Director of this project, I led a team comprised of an additional graphic designer, a production artist, and a digital marketing specialist to develop a brand visual identity, stationery design, social media designs, and social media post templates for **Sprinkle Dawson Law**. A consultation of website design and SEO strategy was also provided.

SERVICES

Brand Strategy
Discovery & Research
User Experience
Brand Identity
Positioning
Brand Development
Logo Systems
Brand Style Guides
Collateral, Print & Packaging





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STRATEGY & DESIGN

Determining the brand identity for **Sprinkle Dawson Law** began with a Strategy session in which we collaborated to establish attributes of being a trustworthy resource for their clients. Further exercises help us narrow down a brand identity of *Reputable Relevance.*

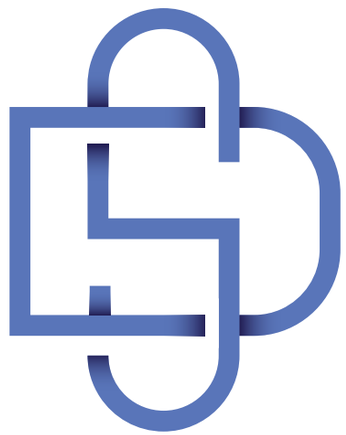
Identifying the target audience and psychographics helps establish the needs of who the brand will speak to, thus determining a visual direction.

Three stylescapes were built with varying intensities and color palettes were built as guides for our visual direction and modified until one is selected as our model to construct the logo and color palette.





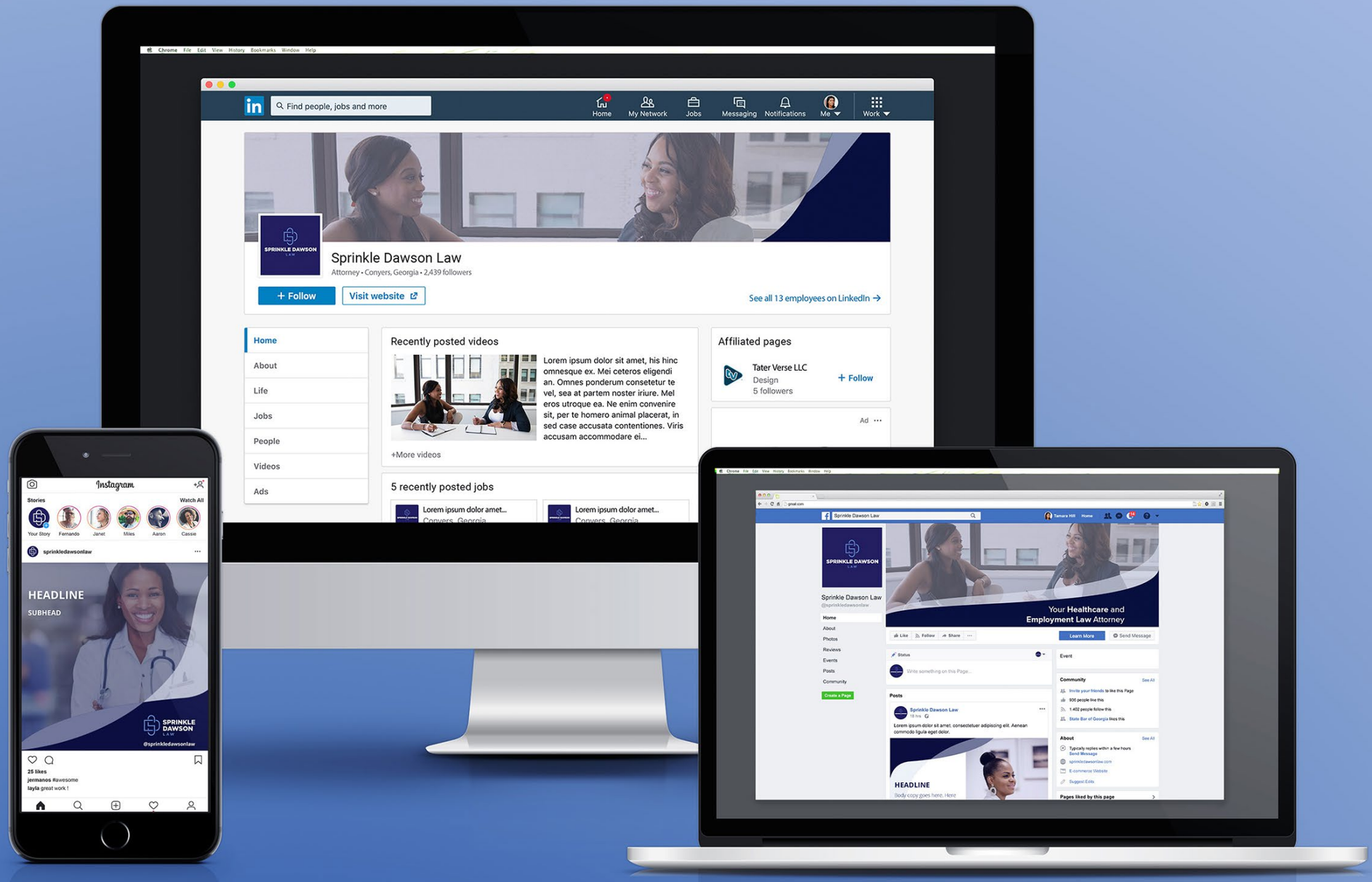
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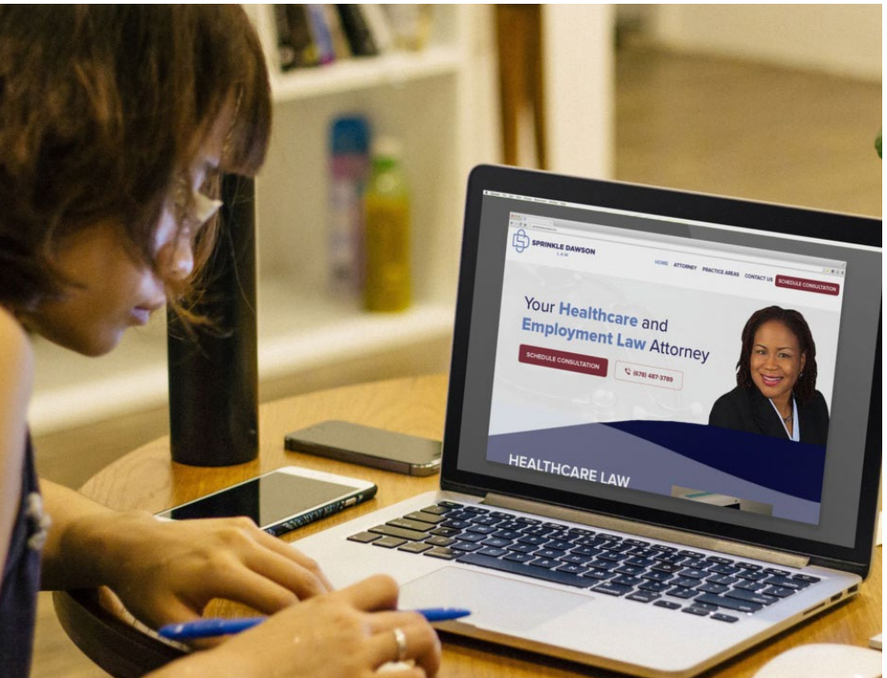
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SCHEDULE CONSULTATION
(678) 467-3789
HEALTHCARE LAW


Tracy Dawson
HEALTHCARE & EMPLOYMENT LAW ATTORNEY
Phone: (678) 467-3789
Website: sprinkledawsonlaw.com
1775 Parker Road, SE, Suite #210
Conyers, GA 30094
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