



B R A N D R E F R E S H D E S I G N

Welcome.

Discover the Power of a Thoughtful Brand Refresh

In a market that never stops evolving, refreshing your brand design is more than just updating visuals. It revitalizes how your audience perceives and connects with your business. A well-executed brand refresh captures your updated vision, communicates renewed energy, and creates lasting engagement.

At Round Table Agency, we specialize in guiding brands through a purposeful refresh that aligns with your growth and future goals. Our collaborative process ensures your refreshed identity feels authentic, consistent, and impactful.

This document explains our methodology, core values, and commitment to creating refreshed brand designs that truly represent who you are today.

What Makes a Brand Refresh Effective?

A successful brand refresh is thoughtful, purposeful, and reflective of your evolving story. It strengthens your brand presence across all touchpoints and reconnects you with your audience in meaningful ways.

A strategic brand refresh:

- Clearly communicates your renewed mission and vision
- Feels authentic and relevant to your target audience
- Builds confidence and clarity in your brand's personality
- Sets you apart from outdated or generic competitors

Our goal is to deliver a refreshed brand design that honors your past while embracing the future, creating a memorable experience that resonates deeply with your customers.

Approach.

Intentional, Collaborative, Authentic

At Round Table Agency, we understand that a brand refresh design requires a personalized approach. Every brand evolves in its own way, with unique stories and ambitions. Here's how we ensure our process fits your distinct needs:

- **Partnership:** We work hand in hand with you, valuing your input and vision at every step.
- **Purpose:** Every design decision is rooted in careful research and aligned with your current goals.
- **Creativity:** Our team brings fresh ideas and thoughtful innovation to revitalize your brand identity.
- **Transparency:** We keep you engaged and up to date from start to finish.

This is how we bring your brand refresh to life.

Step 1 **Discovery.**

Exploring Your Brand's Evolution and Goals

Purpose

Every brand has its own path and personality. Our initial phase focuses on understanding your brand's essence, ambitions, and distinct character.

Methods

We start with in-depth conversations, which can be in-person or online, complemented by comprehensive questionnaires. During this phase, we consider questions such as:

- What are your primary goals for this brand refresh?
- Which qualities or messages resonate strongest with your audience?
- Who is your target customer and what stories engage them?
- How does your brand differentiate itself from others in the market?
- Are there specific design preferences, brand guidelines, or industry standards to consider?

What We Collect

- Key background including your brand's history and mission
- Details about your products, services, pricing, and customer feedback
- Insights into your target audience's habits, values, and challenges
- Notes on existing branding, tone of voice, and communication channels
- Examples of campaigns or brands you admire and the reasons why

Your Role

Clear and open communication is essential. We invite you to share any relevant materials, preferences, and candid feedback on what fits your vision and what does not.

Result

A shared understanding: by the end of this stage, we produce a thorough creative brief that highlights all important findings.

This guide shapes every decision we make together in your brand refresh.

Step 2 Research.

Brand Refresh Design Exploration

Purpose

Renewing your brand requires a thoughtful approach that respects your history while adapting to new goals. Understanding what needs to evolve and what should stay intact is essential to creating a refreshed identity that feels both relevant and true.

What We Do

- **Assessment of Current Branding:** We evaluate your existing visual elements, messaging, and overall market perception to identify strengths and areas for improvement.
- **Audience Analysis:** We revisit who your audiences are today, understanding shifts in preferences and expectations to better align your refreshed brand.
- **Trend Exploration:** We consider design and communication trends, selecting those that support your brand's values and set you apart without losing authenticity.
- **Creative Ideation:** We generate thoughtfully crafted concepts that strike a balance between familiarity and innovation, ensuring your brand refresh resonates effectively.

Deliverable

We deliver a detailed strategic overview accompanied by mood boards, updated messaging frameworks, and design proposals that together provide a clear path forward.

Your Role

Engage with the materials provided, sharing feedback and insights to ensure the refreshed brand reflects your vision and meets your objectives.

Step 3 Strategy.

Establishing Your Brand's Identity and Direction

Purpose

A successful brand refresh relies on a focused and intentional message. Building on prior insights, we concentrate on defining a distinct voice and clear messaging that resonates.

Activities

- **Crafting Your Brand Essence:** We develop a succinct statement that reflects your brand's unique value and character. This becomes the foundation for tone and communication style.
- **Designing Visual Reference Boards:** Our creatives compile mood boards highlighting colors, imagery, fonts, and design elements that align with the refreshed messaging vision.
- **Structuring Key Messages:** We organize essential points such as brand promise, benefits, evidence, and calls to action in a way that speaks directly to your audience's priorities.

Our Approach

We focus on authenticity and strategic fit, avoiding fleeting trends to ensure the refresh strengthens your brand's core identity.

Your Role

You will review the visual concepts and messaging outlines, providing input so we achieve full alignment before advancing to final design development.

Step 4 Concept.

Bringing Brand Refresh Concepts to Life

Purpose

This is the stage where creative ideas transform into tangible messaging frameworks and visual concepts.

Our Team in Action

- **Exploring Ideas:** We collaborate to brainstorm various approaches to messaging, tone, and storytelling—from brief brand statements to more detailed narratives.
- **Creating Drafts:** Multiple early versions are developed to test different flows and focal points. This stage encourages open exploration without restrictions.
- **Narrowing Focus:** We review the drafts carefully, evaluating how well they align with your objectives, clarity, and emotional impact. Only the most effective concepts move forward.

Key Considerations

- Does the opening message capture attention and reflect your brand's personality?
- Is the message structured to engage and guide your audience naturally?
- Can the concepts be flexibly applied across different channels and media?
- Is the tone consistent, genuine, and compelling throughout?

Your Role

While not all drafts are shared, we showcase selected ideas to keep you informed and involved, ensuring we progress in a direction that fits your vision.

Step 5 **Rendering.**

Translating Brand Refresh Concepts into Design

Purpose

In this phase, we transform the polished messaging frameworks into refined, visually engaging designs using professional digital tools.

Our Design Process

Using industry-standard programs like Adobe XD, Illustrator, and Acrobat, we develop clean, adaptable layouts and brand assets that ensure a cohesive visual identity.

What We Create

- We produce multiple design variations that explore different layouts, focal points, and placement of key elements such as calls to action.
- Attention to detail is paramount; every space, grid, and typographic decision is made to enhance clarity and maximize audience engagement.
- Each concept undergoes testing across various devices and screen sizes including desktops, tablets, and smartphones.

Accessibility and Inclusivity

Effective design is accessible to all users, including those with visual impairments or assistive device needs. We incorporate WCAG-compliant color schemes and verify contrast levels to meet accessibility standards.

Your Role

You will be presented with two to four carefully crafted digital design options, complete with explanations and realistic mockups, for your review and feedback.

Step 6 Presentation.

Your Brand Refresh, Unveiled

The Presentation

In an engaging review session, we share each refreshed brand concept. For every option, we provide:

- A clear explanation of how the design and messaging align with your brand values and goals
- Visual samples illustrating how the concept works across various platforms and materials
- Insights into audience impact and engagement, detailing why the approach builds connection and drives results

Our Promise

Every concept is thoughtfully created, genuinely reflecting your brand's essence, with no shortcuts or clichés.

Your Role

- Carefully consider each concept's style and message
- Ask questions about clarity, emphasis, or adaptability
- Provide honest feedback on what connects, what could improve, and any concerns

Moving Forward

With your feedback, we will refine the chosen concepts, combine elements you like, or revisit early stages if needed to achieve the best result.

Step 7 Revisions.

Enhancing Your Brand Refresh

Purpose

Refining your refreshed brand identity is an ongoing process. Good ideas evolve into outstanding expressions through careful adjustments.

We dedicate ourselves to revisiting and improving concepts until they fully reflect your vision and satisfaction.

The Enhancement Process

- We implement both minor tweaks and major updates to your chosen design and messaging
- Modifying tone, phrasing, focus, structure, and calls to action to better suit your goals
- We provide updated versions frequently, inviting your input to steadily improve the outcome

Real-World Testing

Before final approval, we ensure your updated brand elements perform seamlessly across:

- Desktop, tablet, and smartphone displays
- Multiple browsers and accessibility tools
- Different length formats, languages, and audience groups
- We also check for fast load times and optimized delivery to create a smooth experience

Ensuring Versatility

We verify your refreshed brand remains clear and impactful in:

- Bright daylight and dim settings
- High-contrast and subtle lighting scenarios
- Various layouts and communication mediums

Your Role

Offer detailed feedback and do not hesitate to ask for further refinement on any aspect until you feel fully confident in your brand refresh.

Step 8 **Delivery.**

Your Brand Refresh, Ready to Shine

What You Receive

A comprehensive brand refresh package including:

- Source Files (.XD, .PDF, .Ai) fully editable and neatly organized
- Exported Assets (.SVG, .PNG, .JPG, .WEBP) optimized for versatile and speedy use
- Responsive Designs tailored for desktop, tablet, and mobile screens
- Guidelines Document with clear directions covering spacing, component usage, color specifications (HEX, RGB), typography, and tone guidelines
- Implementation Details including redlines, style tokens, and notes to ensure smooth handoff and development

Additional Support

- Advice on effectively rolling out your refreshed brand across all platforms
- Continued access to our creative team for updates, testing, or creating extra materials such as follow-up campaigns

Protecting Your Investment

We recommend setting up analytics and tracking tools to monitor performance

Our team can guide you on privacy considerations and suggest next steps to maximize the effectiveness of your refreshed brand message

Beyond the Brand.

Brand Refresh Impact and Expansion

A revitalized brand identity serves as the cornerstone for your overall marketing efforts.

When appropriate, we develop:

- Follow-up communications and engagement strategies
- Email campaigns and customer journey mappings
- Advertising creatives for social media, display networks, and search engines
- Content modules and resource libraries to support growth
- Comprehensive branding frameworks designed for ongoing campaign evolution

At our agency, we focus on helping you build a unified, persuasive, and memorable presence across every platform.

Case Studies.

Brand Refresh in Action

Case Study: Pet Grooming Service

- **Challenge:** The existing branding lacked friendliness and trustworthiness, making it hard to attract busy pet owners.
- **Approach:** We introduced warm, approachable language along with clean, cheerful design elements to emphasize convenience and care.
- **Result:** Customer bookings grew by 35%, and referral rates improved significantly.

Case Study: Farming Startup

- **Challenge:** The company needed to effectively communicate the environmental and community impact of their innovative farming solutions.
- **Approach:** We developed clear, compelling messaging focused on sustainability and social good, supported by modern, clean design elements.
- **Result:** Investor interest and partnership inquiries doubled within two months after launch.

Case Study: Gardening Supply Store

- **Challenge:** The store's branding appeared generic and did not appeal to both novice and expert gardeners.
- **Approach:** Created segmented messaging and tailored content for different customer groups, plus refreshed the logo and store layout for a welcoming experience.
- **Result:** Customer loyalty programs saw a 40% increase in participation; overall sales grew by 28%.

Insights.

Why Invest in Professional Brand Refresh Design?

First Impressions Matter More Than You Think

Your brand's look and feel is not just about aesthetics—it tells your story instantly. Within seconds, potential customers form opinions based on your design, so a carefully crafted refresh can spark interest and trust right away.

Expert brand refresh design:

- Communicates your unique vision and values clearly and consistently
- Creates a fresh yet authentic experience that aligns with your audience's expectations
- Enhances recognition and strengthens emotional connections with your brand

Avoid Common Brand Refresh Missteps

We often see these mistakes when brands attempt refreshes without specialized guidance:

- Overcomplicating visual elements that distract instead of clarify your message
- Mimicking competitors which results in a lack of originality and brand differentiation
- Ignoring audience insights leading to designs that miss the mark on appeal and relevance
- Over-relying on trendy styles rather than timeless design principles that endure

Partnering with us means your brand refresh will be purposeful, audience-focused, and thoughtfully executed to elevate your presence and drive lasting engagement.

FAQ's.

Frequently Asked Questions

How long does a brand refresh design typically take?

Our brand refresh projects generally require 4 to 6 weeks. The timeline depends on the scope of the refresh and how promptly feedback and approvals are shared. We coordinate closely with you to keep the process smooth and on schedule.

How many design concepts will I receive?

We usually provide 2 to 3 distinct design concepts tailored to your brand goals and audience preferences, allowing you to choose the direction that feels right.

Can I request changes if I want adjustments?

Absolutely. Your satisfaction is important to us. We offer multiple revisions within the agreed project scope to ensure the final design perfectly reflects your brand.

Will I get all necessary design files?

Yes. You will receive all editable source files along with ready-to-use formats for web, print, and social media. We also provide guidelines to help maintain consistency in your refreshed brand look.

Is the brand refresh design customized for my business?

Definitely. Each project is uniquely crafted to fit your brand's identity and objectives. We do not rely on generic templates or one-size-fits-all solutions.

Can you assist with other branding services beyond design?

Certainly. We offer a full range of branding support including messaging development, logo creation, style guides, and marketing materials. Let us know what additional help you need.

Do I retain ownership of the refreshed design?

Yes. Upon project completion and payment, you will have full rights and ownership of all delivered design materials unless otherwise agreed in writing.

Tips.

Tips for Getting the Most from Your Brand Refresh Design

- **Be Open and Clear:** Communicate your goals, audience, and preferences upfront so we can create a design that truly fits your brand vision without surprises.
- **Think Holistically:** Consider how the refreshed visuals will appear across all platforms and materials to ensure a seamless and memorable brand experience.
- **Give Timely Feedback:** Sharing your thoughts quickly helps us stay on schedule and make adjustments that reflect your expectations.
- **Value Professional Insight:** Our team blends creative ideas with strategic thinking. Sometimes subtle design choices make a bigger impact than bold changes.
- **Use the Style Guidelines:** Apply the brand refresh guidelines we provide to maintain consistency and strengthen your brand presence over time.
- **Stay Observant and Flexible:** Keep an eye on how customers respond to the new design and be ready to fine-tune elements for ongoing success.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"Round Table Agency gave our brand a fresh new look that truly reflects who we are. Their attention to detail and thoughtful approach made all the difference in connecting with our audience. The process was smooth and collaborative from beginning to end."

– Kate L., Detroit

"Partnering with Round Table Agency transformed our brand refresh. The updated design is powerful and authentic, making our story stand out in a crowded market."

– Jason M., Detroit

"The team's creative insight and professionalism helped us achieve a modern, cohesive design that works perfectly across every channel."

– Emily R., Detroit

"Round Table Agency took the time to understand what makes our brand unique. Their work not only revitalized our visual identity but also strengthened how we communicate with clients. The results have been impressive and long-lasting."

– David L., Detroit

Thank you!

Your Journey to a Fresh and Impactful Brand Refresh

Ready to revitalize your brand and make a lasting impression?

Here's what to expect when we collaborate:

1. **Reach Out:** Connect with us to discuss your brand's current challenges and future aspirations
2. **Share Your Story:** We listen closely to your vision and design a refreshed brand identity that truly represents you
3. **See the Difference:** Enjoy a collaborative process that delivers a vibrant, cohesive look designed to captivate your audience