



G R A P H I C D E S I G N S E R V I C E S

Welcome.

Build a Brand That Connects Visually

In a crowded digital world, professional graphic design is not just about making things look good. It is the visual language of your brand. It communicates your story, builds credibility, and creates a seamless experience for your audience across every platform, from your website to your social media feed.

Our purpose is to build powerful visual identities through a thoughtful and collaborative creative process. We are committed to translating your business goals into designs that work.

What Makes Graphic Design Powerful?

Great design brings clarity and consistency to your message. It is simple, purposeful, and memorable. It serves as the foundation for how customers perceive and interact with your brand, turning a casual glance into a lasting connection.

A strategic approach to design:

- Creates a professional and trustworthy first impression
- Ensures your brand is instantly recognizable everywhere
- Simplifies complex ideas and makes them easy to understand
- Helps you stand out from the competition

Our focus is on delivering design solutions that are not only beautiful but also built to achieve your specific business goals.

Approach.

Personal, Purposeful, Polished

We believe great design is born from a process tailored specifically to your brand. Each business has a unique story, and our approach is built to tell it visually. Here is what guides our work together.

Our approach ensures:

- **Partnership:** We think of ourselves as your creative partners, working closely with you to understand your vision and goals.
- **Clarity:** Every project begins with clear objectives, ensuring that all our design decisions are intentional and effective.
- **Craftsmanship:** We are passionate about the details and dedicated to producing high quality work that is both beautiful and functional.
- **Communication:** You will always know where we are in the process, with open communication and regular updates from start to finish.

Let us show you how we put these values into practice.

Step 1 **Discovery.**

Laying the Foundation. Understanding Your Brand

Purpose

Great design is never an accident. This initial phase is all about getting to know the heart of your business so that we can build a visual strategy that is both authentic and effective.

Methods

We begin with a collaborative kickoff session where we dive into your story. Our goal is to listen and learn, asking important questions to guide our creative direction:

- What is the core purpose of your business?
- Who is the audience you want to connect with?
- What makes you different from your competitors?
- What feeling do you want people to have when they see your brand?

What We Collect

During this stage, we gather everything we need to build a complete picture of your brand. This includes:

- Insights into your brand's personality and voice
- Information about your ideal customer
- A clear understanding of your business goals
- Examples of designs that inspire you and those that do not

Your Role

Your expertise is essential here. The more you can share about your vision, your industry, and your audience, the better the final result will be. We see this as a true partnership.

Result

By the end of this phase, we will have a clear, documented project roadmap. This document serves as our shared guide, ensuring that every design decision we make is purposeful and perfectly aligned with your goals.

Step 2 Research.

Mapping Your Visual World

Purpose

To create a design that truly connects, we first need to understand the world it will live in. This research phase informs every creative decision, ensuring your brand stands out for the right reasons and speaks directly to your audience.

What We Do

- **Industry Insights:** We explore the visual landscape of your industry to understand common themes and customer expectations. This helps us decide whether to align with trends or break away from them.
- **Competitive Review:** We analyze what your key competitors are doing visually. We identify their strengths and weaknesses to find a unique space for your brand to own.
- **Audience Connection:** We look into the preferences and expectations of your target audience. Understanding what resonates with them allows us to create a design that feels familiar and trustworthy.
- **Mood and Tone:** We gather inspiration for color palettes, typography, and imagery that will capture the specific feeling and personality of your brand.

Deliverable

We synthesize all this information into a visual direction report. This includes curated mood boards that capture the desired look and feel and a summary of our strategic insights.

Your Role

We will walk through the findings together. Your feedback at this stage is crucial to confirm that we are aligned on the creative direction before any design work begins.

Step 3 Strategy.

Building the Creative Blueprint

Purpose

With a clear understanding of your brand and market, this step is where we translate strategy into a tangible visual plan. It is about agreeing on a clear path forward before we begin the design work.

Activities

- **Defining Core Concepts:** We brainstorm and refine the central ideas that will guide the visual design. This ensures the creative work is built on a strong, strategic foundation.
- **Visual Style Exploration:** We develop curated style guides, often using mood boards, to show you exactly how the proposed colors, textures, and imagery will come together to create a specific look and feel.
- **Palette and Typography Systems:** We present thoughtful color palettes and font pairings. Each combination is selected to communicate your brand's personality and connect with your audience.

Our Approach

We believe in clarity and intention. Every element we propose at this stage is chosen to support your goals. We present our reasoning for each recommendation so you understand the thinking behind the design.

Your Role

This is where you help us refine the vision. You will review the proposed direction and provide feedback on what feels right, ensuring we are perfectly aligned before the first concepts are created.

Step 4 Concept.

Crafting the Concepts

Purpose

This is where the creative magic happens. We take the solid strategic foundation we built together and begin to give it visual form, exploring a range of possibilities to find the perfect solution for your brand.

Our Process in Action

- **Initial Exploration:** Our designers begin with open minds and blank pages, sketching out a wide variety of ideas. This phase is all about quantity and exploration, allowing us to discover unique and unexpected directions.
- **Digital Development:** The most promising sketches are brought to life digitally. Here, we refine the raw ideas into more polished concepts, experimenting with composition, typography, and form.
- **Internal Curation:** Before we present anything to you, we carefully review every concept. We select only the strongest, most viable designs that align perfectly with the creative brief.

What We Look For

- Is the design distinctive and easy to remember?
- Does it work effectively in both large and small applications?
- Is it flexible enough to adapt to various uses?
- Does it truly capture the essence of your brand?

Your Role

This is an exciting step where you get to see the first visual representations of your brand. Your main role is to review the presented concepts and provide thoughtful feedback on which ones connect with you and why.

Step 5 Rendering.

Bringing Concepts to Life

Purpose

This is where promising ideas are transformed into polished, professional digital designs. We meticulously build and refine the strongest concepts, preparing them for your review.

Our Tools of the Trade

We use industry standard software to create your graphics as infinitely scalable vector files. This ensures your design looks perfect and crisp at any size, from a tiny app icon to a large billboard.

What Happens Here

- **Detailed Execution:** We take the approved concepts and execute them with technical precision. We experiment with variations in weight, spacing, and proportion to find the most harmonious result.
- **Color Application:** We apply the chosen color palettes to the designs, creating different versions to see which combination best communicates your brand's personality and message.
- **Real World Simulation:** We place the designs into mockups of real world applications. This helps us all see how the design will actually look and feel on your products, website, or marketing materials.

Thinking Beyond the Screen

A great design must be functional. We check for things like legibility and contrast to ensure the design is not only beautiful but also clear and accessible to everyone in your audience.

Your Role

We will present you with a curated selection of the most refined digital concepts. Your job is to review them and see which one truly captures the vision for your brand.

Step 6 Presentation.

Your Vision, Visualized

The Presentation

In a dedicated review session, we walk you through each of the polished design concepts. For every option, we provide:

- The story behind it, explaining the strategic thinking that led to the design.
- A showcase of how the design looks in action, with mockups on key items like websites, products, and social media profiles.
- Details on how the design system works and why it is built to be flexible and timeless.

Our Commitment

There are no templates here. Every concept we present is a custom, original piece of work, thoughtfully created to position your business for success..

Your Role

- Review each concept and see how it aligns with your brand's personality and goals.
- Ask us questions. The more you understand the "why" behind our choices, the better.
- Provide clear and honest feedback. We want to hear what you connect with, what you are unsure about, and what you would like to explore further.

The Next Steps

Your feedback dictates the next step. We will work together to refine the strongest concept, incorporating your suggestions to make it perfect.

Step 7 Revisions.

Perfecting the Details

Purpose

This is the collaborative stage where we refine your chosen design. Our goal is simple: to make sure the final result is something you are not just happy with, but truly proud of. We keep working until we get there.

The Refinement Process

We dive into your feedback and start honing the design. This can mean adjusting the color palette to be more vibrant, trying a different typeface to change the mood, or subtly altering the spacing for better balance. We work in cycles, sharing our progress and gathering your thoughts before the next round of improvements.

Testing Across Mediums

We ensure your final design is robust and flexible. It must be effective in every situation:

- **On Screen:** From your website navigation to your social media avatars.
- **In Print:** On marketing materials, packaging, and company stationery.
- **In the Wild:** On team apparel, event banners, and even vehicle wraps.

Protecting Versatility

We confirm your logo works beautifully in:

- In single color versions for simplicity and special applications.
- At extremely small sizes without losing its integrity.
- Against both light and dark backgrounds for maximum visibility.
- In both wide and tall formats to fit any space.

Your Role

Your clear and specific feedback is what guides this final stage. Be direct, point out what feels right, and tell us where you think there is still room for improvement. The more precise your input, the faster we can arrive at the perfect final design.

Step 8 Delivery.

Your Complete Brand Toolkit

What's Inside Your Package

You will receive a comprehensive and organized set of files, making it easy to use your new brand identity anywhere.

- **Master Vector Files (AI, EPS, SVG):** These are the original, scalable source files for any professional use, from printing to signage.
- **Everyday Use Files (PNG, JPG):** A collection of web ready and print ready files for immediate use in presentations, documents, and on your website.
- **Full Color Variations:** Your final design is provided in full color, solid black, and an all white version for use on any background.
- **A Simple Brand Guide:** A practical one page guide that serves as a rulebook for your brand. It includes your official color codes (for print and screen), typography, and clear instructions on how to use the logo so it always looks consistent and professional.

Ongoing Support

Our work together does not end with a file transfer. We are here to help you successfully launch your new identity. If you need any advice on the rollout or require additional materials like social media banners or stationery, we are ready to help.

Protecting Your Asset

Your new brand is a valuable business asset. To ensure it is legally protected, we highly recommend that you begin the trademark registration process. We can point you to the right resources to get started.

Beyond the Graphics.

Building Your Visual World

A great logo is just the beginning. To create a truly memorable brand, every touchpoint should feel consistent and intentional. We can help you build out a complete visual system.

- Custom business card and stationery designs that make a professional first impression.
- A ready to use social media kit with templates and assets for consistent online branding.
- Compelling marketing collateral, from digital ads to printed brochures.
- A comprehensive style guide detailing how to use your new brand identity for lasting impact.

Our objective is to equip you with a flexible and consistent visual language that builds recognition and trust with your audience.

Case Studies.

Designs in Action

Case Study: Detroit Machinery Company

Challenge: The machinery company needed a comprehensive set of marketing materials to showcase their heavy equipment's features clearly and professionally. Their previous brochures and catalogs felt outdated and cluttered.

Approach: We created a clean, industrial-inspired design system using bold typography and clear iconography to highlight technical specifications. The layouts were structured for easy reading, blending high-quality product photography with concise copy.

Impact: The refreshed materials improved client understanding of product benefits, leading to an increase in trade show leads and faster decision-making during sales meetings.

Case Study: Detroit Interior Design Firm

Challenge: A boutique interior design company sought to elevate their presentation materials for prospective clients, including lookbooks and digital portfolios, aligning them with their refined aesthetic.

Approach: We developed a sophisticated design style that emphasized spacious layouts, neutral tones, and elegant typography. Custom graphics and mood boards were included to help communicate design concepts visually.

Impact: The firm successfully attracted higher-end clientele and reported that the professional presentations played a key role in winning several premium projects.

Case Study: Detroit Logistics Company

Challenge: A logistics company wanted to overhaul their visuals across stationery, reports, and vehicle decals to reflect their modern, efficient service. Their branding was inconsistent and lacked impact.

Approach: We designed a cohesive graphic system incorporating dynamic shapes to suggest movement and connectivity. Consistent use of color and style anchored all materials, from internal documents to fleet graphics.

Impact: The new graphic design enhanced brand recognition and employee pride, while positioning the company as a forward-thinking leader in logistics. Client feedback noted the polished visuals as a mark of professionalism.

Insights.

Why Invest in Professional Graphic Design Services?

The Power of Great Design

Graphic design is more than decoration—it shapes how your audience experiences and understands your brand. People respond emotionally and cognitively to well-crafted visuals, making design a critical factor in communication and trust.

Professional graphic design:

- Creates clear and compelling messages that connect with your target market
- Enhances brand recognition through consistent and thoughtful visuals
- Simplifies complex information with engaging layouts and graphics

Common Graphic Design Mistakes to Avoid

Many businesses fall into the same traps when attempting design on their own or using low-quality services:

- **Confusion:** Designs that lack hierarchy or clarity leave viewers unsure what to focus on.
- **Inconsistency:** Using multiple fonts, colors, or styles weakens brand identity and causes confusion.
- **Overcrowding:** Too many elements clutter the design, undermining its effectiveness and readability.
- **Ignoring Audience:** Designs that don't consider the preferences and behaviors of the intended audience fail to engage.

By working with professional graphic designers, you ensure your materials communicate with intention, look polished, and truly support your business goals.

FAQ's.

Frequently Asked Questions

How long does a graphic design project usually take?

Most projects take between 4 and 8 weeks. This depends on the complexity of the work and how quickly feedback and approvals come through. We always aim to deliver on time while maintaining quality.

How many design concepts will I get?

We generally provide 2 to 3 well-developed design options based on your brief. Each concept is created to give you a clear range of choices reflecting your goals

Can I request multiple revisions?

Absolutely. We want you to be happy with the final design. We offer several rounds of revisions within the agreed scope to make sure everything looks just right.

Will you deliver all necessary file formats?

Yes. You will receive vector files for scaling and print, as well as web-friendly versions. We also supply different color options like full color, black and white, and transparent backgrounds upon request.

Is my design unique and custom-made?

Definitely. Every design is crafted from scratch specifically for your brand. We do not use templates or stock graphics to ensure your design stands out.

Can I order additional design materials beyond the initial project?

Yes. We offer a full range of graphic design services including brochures, social media graphics, presentations, and more. Just let us know what you need.

Who owns the rights to the designs?

Once the project is complete and payment is finalized, you will own all rights and copyrights to the designs unless otherwise stated in your contract.

Tips.

Tips for Getting the Best Results from Your Graphic Design Project

- **Be Clear:** Communicate your goals, preferences, and any must-have elements early so the design aligns with your vision.
- **Consider Usage:** Think about where your designs will live, from digital screens to printed materials, and how they need to adapt.
- **Stay Engaged:** Providing timely feedback helps keep the project on track and avoids delays.
- **Be Open-Minded:** Sometimes fresh or unexpected design concepts can offer new directions that work better than you imagined.
- **Follow Brand Guidelines:** Use your graphics consistently across all platforms to strengthen your brand message and recognition.
- **Safeguard Your Designs:** If applicable, look into copyright or trademark protection to secure your unique visual assets.

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.

"They responded quickly to every question and made all the revisions I asked for without hesitation. The final designs felt fresh and perfectly suited my brand. Highly recommend their services."

– Martin B., Detroit

"This team elevated my concept with thoughtful and innovative design solutions. They were patient and supportive throughout the project, answering all my questions. I will definitely hire them again for future projects."

– Mary J., Detroit

"Professional, talented, and very easy to communicate with. The whole process was smooth and enjoyable from start to finish. Thank you for delivering such great work."

– Sheryl R., Detroit

"Working with this design team was a fantastic experience. They were flexible to my needs and brought creative ideas that exceeded my expectations. I look forward to collaborating with them again."

– Violet C., Detroit

Thank you!

Get Started with Your Graphic Design Project

Ready to bring your brand to life with stunning visuals? Here's how we begin:

1. Reach Out: Contact us to schedule a free design consultation
2. Tell Us About Your Brand: Share your vision and goals so we can tailor our approach
3. Watch Your Ideas Take Shape: Collaborate closely with us through a creative and transparent process