

WE ARE FUSS—A GRITTY DESIGN
STUDIO WITH HIGH STANDARDS.

FUSS



WHERE BIG AGENCIES FALL SHORT

Big agencies can complicate ideas and processes by packing in too many voices.

Our clients come to us for a lean, straightforward process and high-standard design, backed by a network of people who are really good at what they do—just people and vision.

We turn **unmistakable
purpose** into bold
visual identities.

We believe in the power of design to unite
people around a greater purpose, and we
work across all mediums to make it happen.

“We're a little crazy about how much we **care** about it. We spend a lot of time fussing. At least, I do.”

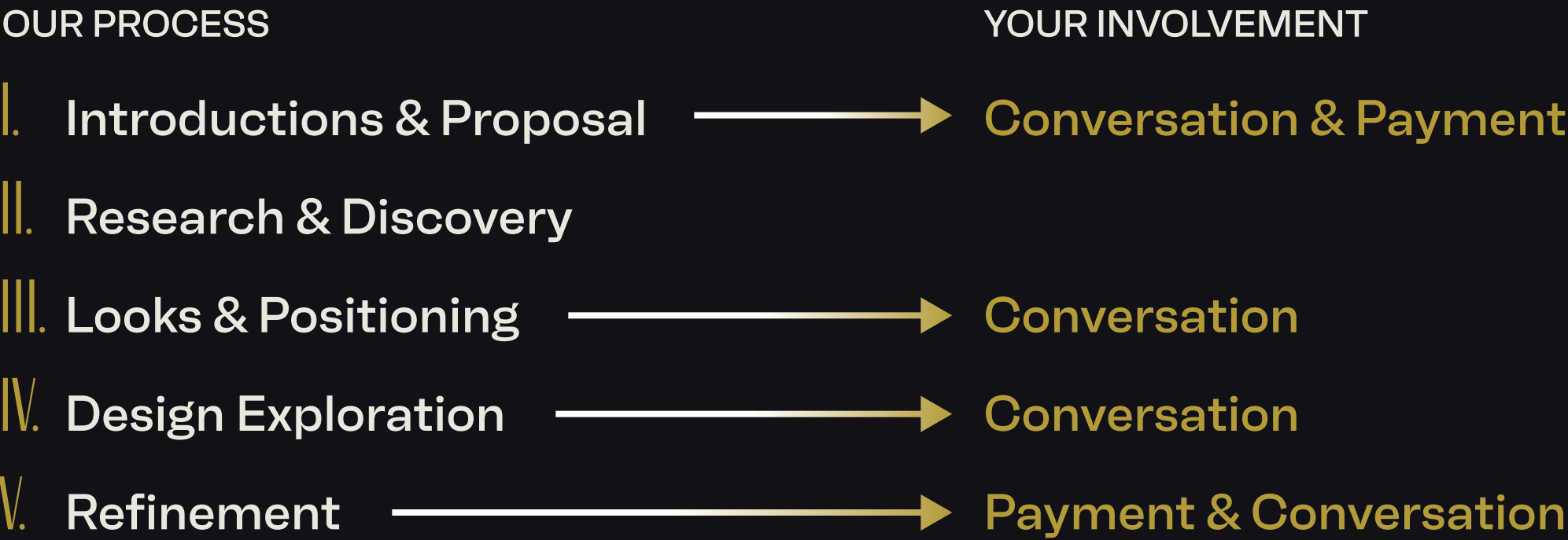
— *Gloria Steinem*

WHAT WE'RE SERVING

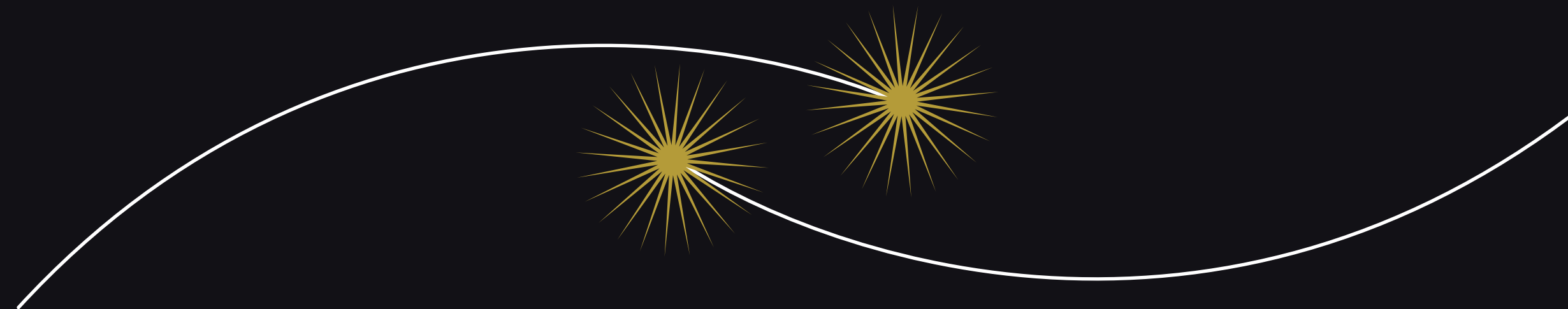
Branding
Creative strategy
Digital design
Graphic design
Illustration
Photography
Print & editorial
Typography
Web design
Web development

We like to
fuss about
everything;
except the
process.

Our approach to every project, whether it be branding or experiential, looks similar. Depending on the type of project we may add or take away a step but we like to keep things simple:



INTRODUCTIONS



We sit down (in person or on a call) to get the story straight—your why, how, and what. No fluff, just real talk about where you are and where you want to go.

Once you're ready, we send a proposal, draft a contract, and ask for a deposit (usually 50%). The other 50% is split into two 25% chunks during the project. It keeps us both committed and the work on track.

Deliverables and/or considerations

*After our conversation, we will send you over two pdf documents, one includes two relevant projects we've done and a simple statement about why we're good for this project—the other is the contract. The first payment must be completed **BEFORE** we begin any work.*

RESEARCH & DISCOVERY



Here's where we start to roll up our sleeves. We dive into your brand, competition, and community. We pull out key insights that'll shape your unique position—because guesswork won't cut it.

Next, we plug what we've learned about you and our thoughts into AI. This part helps us see things we've missed. Do you know the story of the blind men and the elephant? We'd rather see the whole picture.

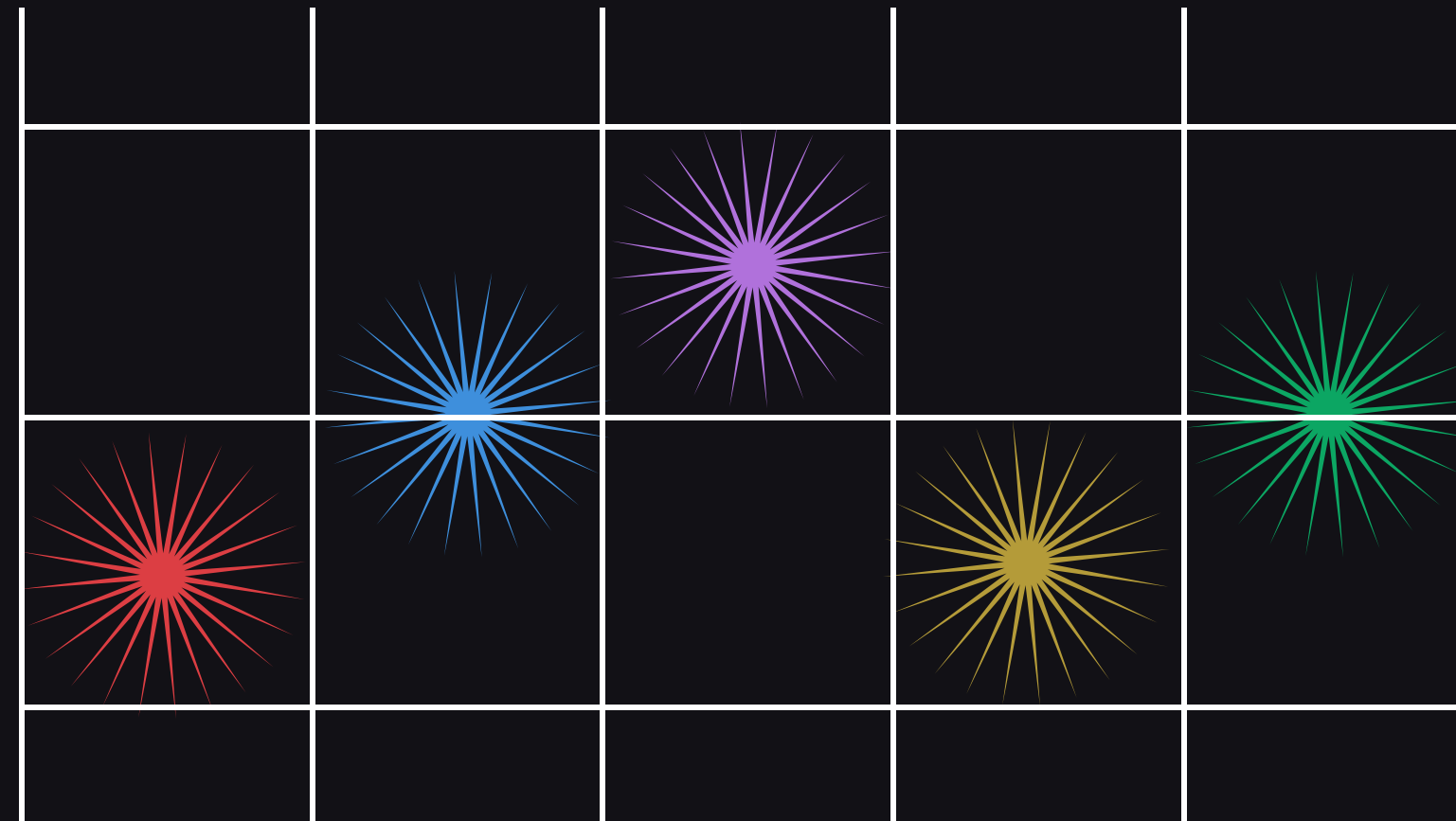
Deliverables and/or considerations

We have 5 major questions to answer in this phase:

- 1. Who is your tribe?*
- 2. What makes you special?*
- 3. What is your business archetype?*
- 4. How do people interact with you?*
- 5. What's trending around you?*

We normally do not reach out at this point but you will still see this.

MOOD & POSITIONING



With what we've learned, we craft multiple position statements aimed at your goals. You let us know which direction speaks loudest, and we lock in the backbone of your future identity.

What we include in this presentation is audience, business archetype, key players and positions, opportunities (logo, type, color, and tone), trends, and up to 3 position concepts.

Each position concept has a grounding principle backed by a narrative and a moodboard.

Deliverables and/or considerations

We connect to present our research and leave you with a PDF. We'll give you a few days to live with this. You can select one statement that you feel best defines your business or you can select multiple statements that you'd like to see a design direction for. Not every project requires a statement, but almost all require a mood or feeling.

DESIGN EXPLORATION



We show you the possibilities. Using your chosen narratives, we build up to 3 design directions; each consisting of a logo, typeface, color, and brand equity line. We pressure-test it all to make sure it holds up under real-world conditions using mock ups.

It's important to **remember who your audience is** and how their taste may differ from your own. This is all about you, and not about you.

Deliverables and/or considerations

During this phase, you may not hear from us for about 2 weeks.

*We will present our design options and again leave you with a PDF over the weekend. You pick the route that resonates best for the company **AND** the audience.*

REFINEMENT



With your blessing, we expand the system into whatever you need—
packaging, social assets, stationery (depending on your project).
We keep it functional, we keep it consistent, and we keep it honest.

You walk away with a brand ready to meet the real world.

Deliverables and/or considerations

*We deliver a final presentation,
gather your feedback, and set up
that last payment. Then we hand
over the goods—PDF style guide,
logo files, Figma templates (if any),
and everything else we promised.*



FUSS LLC
Graphic Design Studio

Bend, OR 97702
fuss.studio

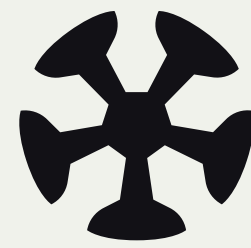


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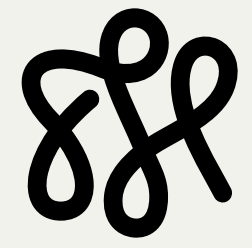
Sierra Mitchell
Project Management



WORTHY



BLK



abima

