

scope of work

Over the years, Digalyst has built branding packages that give businesses, organizations, and community projects an identity they can be proud of. Every brand begins with listening to the client's story and goals, then grows into a system that is both creative and practical. The result is branding that looks good, works across platforms, and stands the test of time.

- **Logo Design:** Created unique, memorable logos tailored to each client's vision
- **Brand Guides:** Wrote comprehensive brand guides, including color palettes, typography, patterns, and usage rules to ensure consistency
- **Voice & Messaging:** Defined brand voice and tone, aligning written content with the visual identity
- **Marketing Collateral:** Applied brand systems across print, digital, and social media assets
- **Comprehensive Delivery:** Ensured every brand package could be used confidently by clients for both immediate needs and long-term growth









Logo Design



Branding Concept Study





LOST CREEK, WV
SMALL TOWN. BIG HEART. ALWAYS HOME.