Iris Calder - Capabilities (SAMPLE)

Placeholder document for the template preview. Replace with the designer’s real capabilities deck.

Positioning

Iris Calder creates brand identity systems and packaging for independent food, drink and cultur
al organizations so they can be recognised on a crowded shelf and remembered after the event.

Services

- Brand identity systems: 8-12 weeks | fixed scope agreed after a discovery call
- Packaging design: 6-10 weeks | includes one print proof round
- Campaign art direction: 4-8 weeks | optional production support
- Editorial & publication design: 6-10 weeks | plus optional per-issue support

Process

- Discover: Brief and goals, Audience and competitors, Reference gathering, Constraints: budget, print, timeline
- Define: Strategy summary, 2-3 creative territories, Success criteria
- Design: Concepts, Feedback rounds, System development, Key applications
- Deliver: Production-ready files, Guidelines, Handoff session, Launch support

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