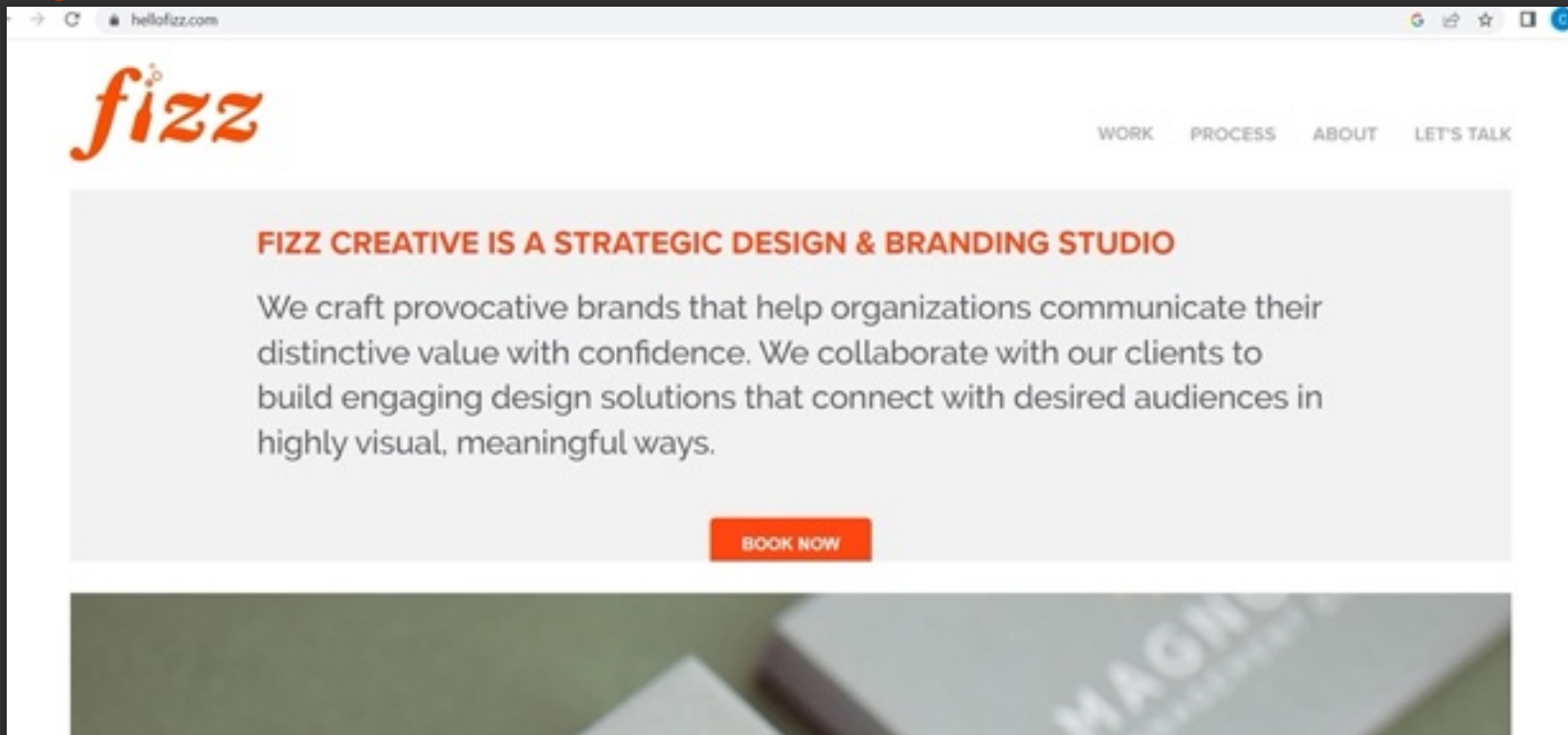


Defend and Publish

Episode 103 What's Your Academic Brand?

The Company Behind Our New Look



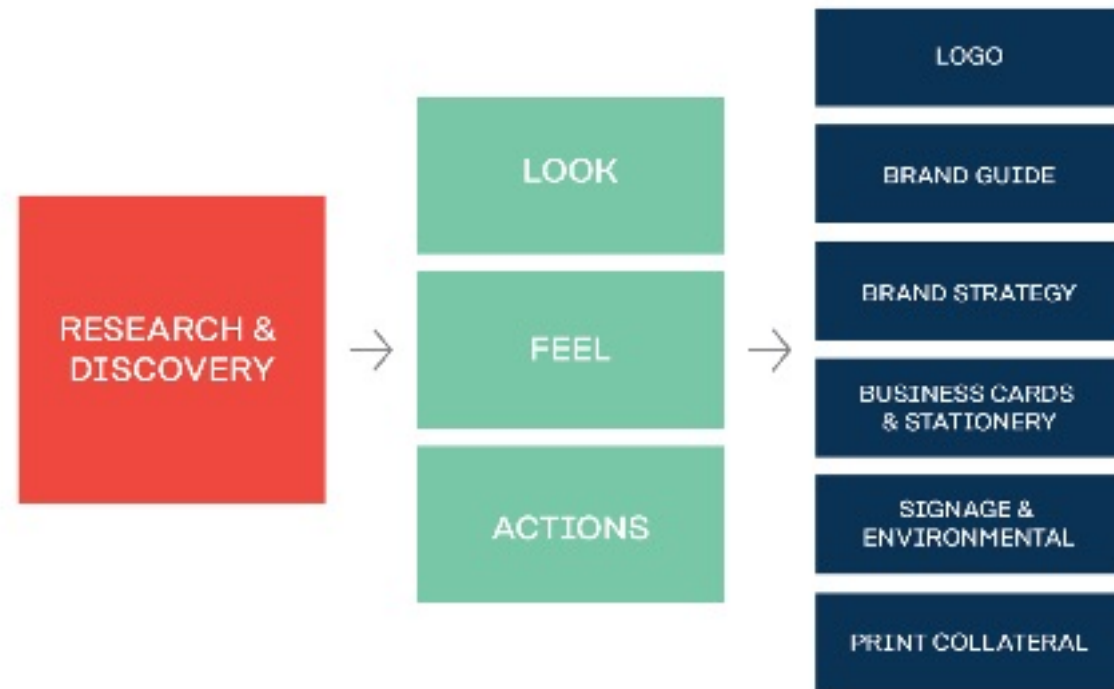
Strategic Brand Design

Our Process

Working with us, you become part of a collaborative team.

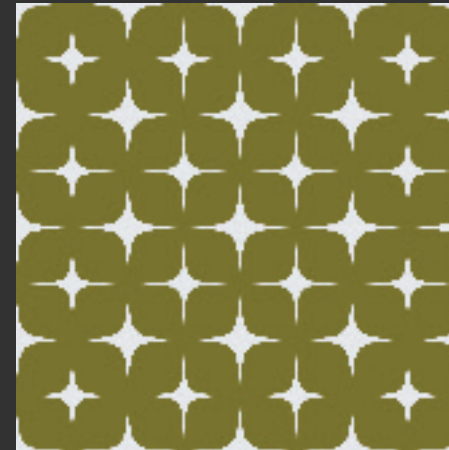
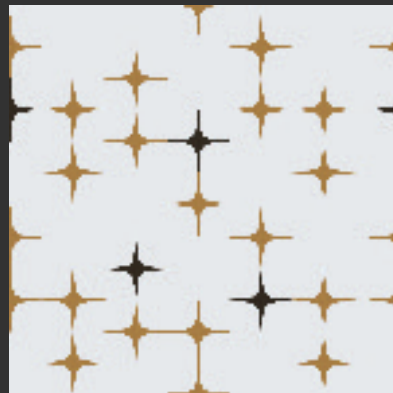
Our clients meet with us at key stages of the process to discuss concepts and provide feedback along the way. This gives us multiple opportunities to align with your core values and unique brand positioning.

Since we work as partners with our clients, we request client meetings for Vision Boards, Concepts, and Digital Refinement. We also include meetings throughout the refinement process when needed.



Sneak Peek at the New DPL Design

DP **Defend,**
&L **Publish & Lead**



Before Branding

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Vision Board as a Tool for Brand Design

Vision Board Research

The richer the story we can tell, the stronger the final brand is going to be.

Inspiration comes from many places, including client photographs, historical designs, books, magazines, and less obvious sources like our travels.

We started this project right after we studied in Italy, so we had a wealth of personal experience to inspire us.

