

Fashion Branding From Inspiration To Logo And Packaing

T A D E U M A G A L H Ã E S

Senior Designer & Director of Print Production at RoAndCo

RoAndCo, founded in 2006, is a multi-disciplinary creative agency led by award-winning Creative Director Roanne Adams that serves as a visual thought leader for a range of forward-thinking fashion and lifestyle clients. RoAndCo aims to thoughtfully distill clients' inspirations, ideas and motivations into fresh, sincere and compelling brand messages that engage and resonate.

Tadeu Magalhães moved to New York from Brazil in 2009 to join the RoAndCo team. His extensive experience with branding projects, ranging from fashion and beauty to hospitality and lifestyle clients, combined with his ample knowledge of print methods and detail oriented methodology

make him RoAndCo's lead print production designer. Tadeu has been an integral part of RoAndCo's team for the past 4 years and is responsible for overseeing the design team from the initial phases of a project to print production and web development. In addition, Tadeu works directly with clients and maintains working relationships with vendors, partners and collaborators. With 10 years of graphic design experience, Tadeu has been awarded several print design projects by the likes of Brand New Awards (2012, 2011), FPO Awards (2011, 2012, 2013), and the Clube de Criação Awards in Brazil (2008). His clients include Honor, Apple, Rachael Ray, Shiseido, Creative Space, W Hotels, Svbscription and Call It Spring.

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TIP #1



Manage Expectations

Naturally, clients want to have the best product ever made, and we as designers want to make sure this happens, too! However, there are many factors that play into the process – budget, technical limitations, timeframe, weather, the list goes on. Do your best to make your clients aware of these important details, but also don't be a Debbie Downer. Put yourself up to the challenge while being realistic and upfront.

TIP #2



Push Vendors

Vendors will often say they can't do something without even testing it. Most vendors don't want to be pushed out of their comfort zone and if you propose a crazy idea they will promptly say it's not possible. If you build a good relationship with them and instill excitement, you can convince them to buy into your idea and test it out. This can lead to some really great results.

TIP #3



Have Fun

Whether your budget is high or low, always ask yourself "what if..." as much as you can. "What if I changed this color to one I would never use?" or "what if this type was upside down?" Don't limit yourself by pre-established rules or budget. Feel free to experiment first, then be judgmental after you have fun with the project.

TIP #4



Avoid Frustrations

Whenever possible, share your designs with a vendor you trust before showing them to your client. Get their input and make sure your designs are achievable within the budget and timeframe provided by the client. You wouldn't want your client to become frustrated after learning that a design they love cannot be produced.

TIP #5



Consistency is key

Branding is all about consistency. That means all visual and non-visual aspects of a brand should work together to convey the same message, over and over. The medium may vary, the way the brand's values are presented can change, but the final message should always remain consistent. This approach is key for a strong, lasting relationship between brands and their customers.

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