Brand System Delivery Framework

Blu Creative Agency

Turning a creative service into a repeatable, measurable delivery system.

PROBLEM

No clear timing criteria
Unclear ownership across stages
Projects took longer than expected



The System I Built

A delivery framework with clear phases, roles and accountability.

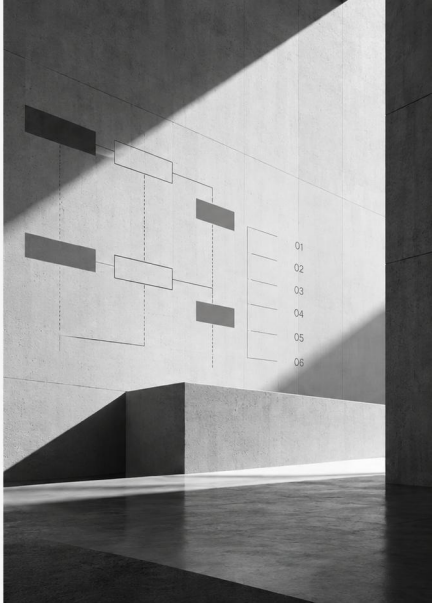
01 First Steps	02 Onboarding	03 Brand Substance
04 Brand Communication	05 Brand ID	06 Brand Applications

FRAMEWORK

Timing per activity
Cross-team responsibilities
RACI ownership model
Repeatable project flow

ROLES

Validated with Operations and Design.
Structured across HOO, HOD, PM and brand team roles.



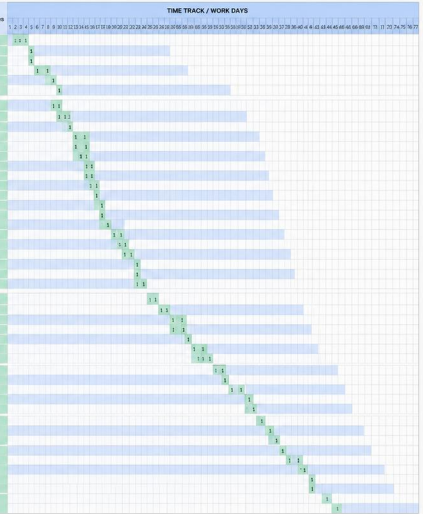
Inside the Framework

The Brand System was translated into a mapped delivery timeline with dependencies and checkpoints.

KEY FACTS

- ~77-day delivery horizon
- 97+ hours of direct work
- Stage-by-stage approvals
- Operational visibility across the service

#	PROCESS	ACTIVITY	INVOLVED	Totales
1	ONBOARDING	Head of Operations asigna al equipo	Head of Operations	1
2		Junta interna de onboarding	Head of Design, Creative Director	1
3		Envío de correos con invitación	Head of Design, Creative Director	1
4		Brief 2-3 días previos a la junta	Comercial	1
5		Llenado de documento de Brief	Comercial	2
6		Creación de grupo de Whatsapp	Comercial	1
7	BRAND SUBSTANCE	Taller Onboarding + Branding	Art Director, Brand Designer	1
8		Junta interna de debrief	Head of Design, Creative Director	1
9		Envío de timeline con fechas	Comercial	2
10		Benchmark (mdw, it)	Creative Director	2
11		Competitor Analysis Matrix	Creative Director	2
12		Comparativa cromática	Creative Director	2
13		Historia de marca (origen y evolución	Creative Director	2
14		Misión y Visión	Creative Director	2
15		Manifiesto	Creative Director	2
16		Target Groups	Creative Director	2
17		User Personas	Creative Director	2
18		Insights	Creative Director	1
19		Notificar a Head of Design	Notificar a Head of Design	1
20		Revisión + Cambios internos	Creative Director	2
21		Brand Personality Slider	Creative Director	2
22		Brand Voice + Copies	Creative Director	2
23		2 propuestas de concepto	Creative Director, Art Director	2
24		Notificar a Head of Design	Notificar a Head of Design	1
25		Revisión + Cambios internos	Creative Director	2
26	BRAND COMMUNICATION	Presentación Brand Communication	Head of Design, Creative Director	1
27		Taller de Naming (2 hrs)	Head of Design, Creative Director	2
28		Propuesta de 3 namings	Creative Director	2
29		Notificar a Head of Design	Notificar a Head of Design	2
30		Revisión + Cambios internos	Creative Director	2
31		Junta de Presentación de Naming	Creative Director	1
32		Cambios de Naming	Creative Director	1
33	BRAND ID	3 logos de propuesta (Recap)	Art Director	1
34		Notificar a Head of Design	Notificar a Head of Design	1
35		Revisión + Cambios internos	Art Director	2
36		Presentación Brand ID	Head of Design, Creative Director	1
37		Ajustes de Brand ID	Art Director	1
38	BRAND APPLICATIONS	Aplicaciones (Basic y Essential)	Brand Designer	2
39		Notificar a Head of Design	Notificar a Head of Design	1
40		Revisión + Cambios internos	Brand Designer	1
41	OFFBOARDING	Brand Board	Art Director	1
42		Carpeta en Drive con editables	Art Director	1
43		Carpeta en Drive con ficheros	Art Director	1
44		Documento con Benchmark e insights	Art Director	1
45		Junta de offboarding interno	Head of Operations	1
46	OFFBOARDING INTERNO	Envío de último material	Head of Design	1
47		Carrusel Instagram y Behance	Head of Operations	1



Business Impact

Process visibility exposed pricing gaps

The framework clarified effort, ownership and why projects were being underpriced.

Clearer scoping

Better understanding of what each project required

Pricing insight

The agency could see when time invested exceeded what was being charged

Operational control

Better visibility on responsibilities and internal timing

Next-level needs

The framework triggered deeper process redesign and restructuring

Once the service was measurable, it became easier to quote, manage and improve.

