

64GridSet

Design Transformation Roadmap

"Design is the silent ambassador of your brand."

A comprehensive 12-month strategic journey to elevate your brand through intentional, user-centered design that drives measurable business outcomes.

12

MONTHS

4

PHASES

24

KEY DELIVERABLES

100%

STRATEGY FOCUS



Strategic Phases

Four pillars of transformation, each building upon the last

PHASE 01

Discovery & Foundation

Months 1-3



- Current state design audit
- Stakeholder interviews
- Competitive analysis
- User research synthesis
- Strategy blueprint

MILESTONE

Design Strategy Document & Stakeholder Alignment

PHASE 02

Design System Build

Months 4-6



- Design tokens & variables
- Core component library
- UI pattern library
- Accessibility standards
- Documentation & guidelines

MILESTONE

Launch of v1.0 Design System

PHASE 03

Implementation & Rollout

Months 7-9



- Product interface redesign
- Marketing assets refresh
- Brand consistency rollout
- Team enablement sessions
- Cross-platform alignment

MILESTONE

Redesigned Product Launch

PHASE 04

Optimization & Scale

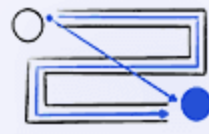
Months 10-12



- Performance analytics
- User feedback loops
- Iteration & refinement
- Process optimization
- Future roadmap planning

MILESTONE

Year-End Design Maturity Report



Monthly Journey

A detailed view of our 12-month transformation timeline



Cohesive Brand Experience

Unified visual language across all touchpoints that reinforces brand trust, recognition, and emotional connection with your audience.

100%

CONSISTENCY

+40%

BRAND LIFT



Design Efficiency

Reusable components and patterns that dramatically reduce design time, ensure consistency, and accelerate product development cycles.

50%

TIME SAVED

3x

FASTER BUILDS



User-Centered Products

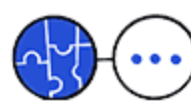
Intuitive experiences that delight users, reduce friction, and drive measurable business outcomes through research-backed design decisions.

+60%

UX SCORE

-35%

FRICTION



Our Process

How we transform your design landscape



"Good design is obvious. Great design is transparent."

— 64GridSet Design Strategy Team

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12-Month Design Transformation Strategy

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Strategic Brand Partnership

Elevating [Wellness Brand] Through Strategic Design

A Partnership for Exponential Growth

PRESENTED BY

64GridSet

CLIENT

[Client Brand]

Why *Design Matters* for Wellness Brands

Transform Your Visual Identity into a Competitive Advantage

The wellness industry is experiencing unprecedented growth, with consumers increasingly seeking brands that align with their holistic health values.

However, many emerging wellness brands struggle to communicate their unique value proposition effectively through design—leaving potential growth on the table.

***"Design is not just what it looks like.
Design is how it works."***

The Opportunity

Strategic design transforms brand perception, builds trust with health-conscious consumers, and creates lasting competitive advantage in a crowded marketplace.

64GridSet's Role

We help wellness brands cut through the noise with distinctive visual identities that integrate brand strategy, communication, and performance.

Partnership Structure

Where strategic design meets authentic wellness expertise.



64GridSet Leads

Brand Strategy — Positioning, visual language, brand architecture

Identity Design — Logos, color systems, typography

Communication — Messaging, collateral, digital presence



Client Provides

Industry Expertise — Deep knowledge of wellness space

Authentic Story — Brand history, values, mission

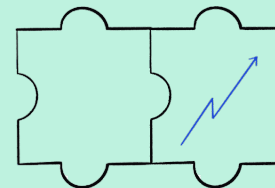
Customer Insights — Feedback, preferences, needs



Together We Create

A wellness brand that truly stands out.

The synergy of strategic design excellence meets authentic industry knowledge.



"Companies that invest in design outperform their peers by 32% in revenue growth."

— McKinsey Design Index Study

2x

Revenue Growth

1.5x

Brand Premium

3x

Market Speed

40%

Retention

70%

of consumers say design quality influences their trust in a brand

30%

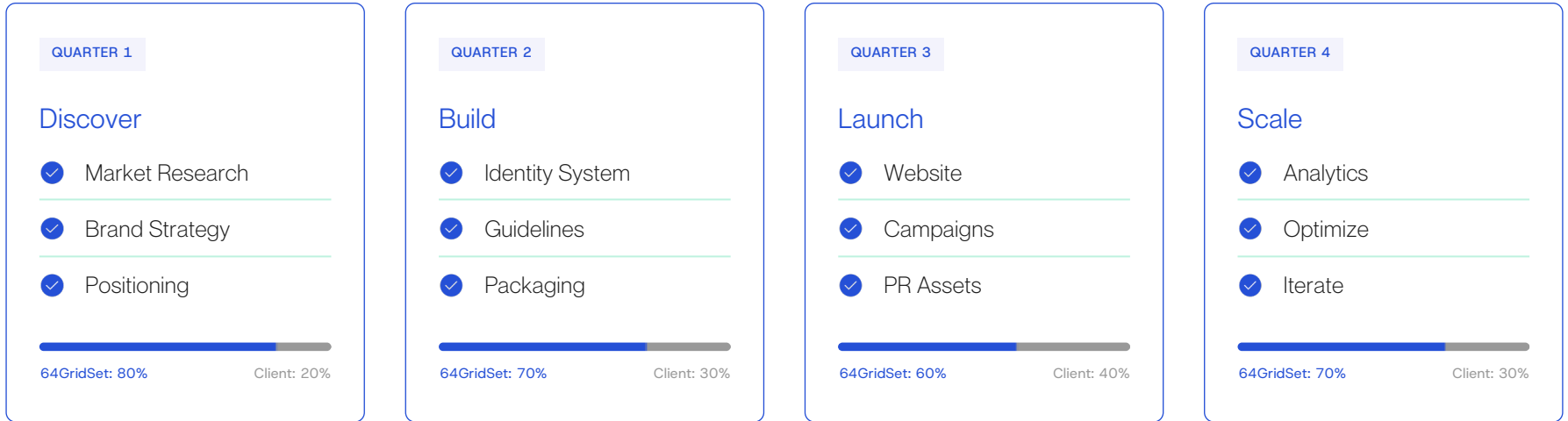
higher customer retention for wellness brands with cohesive visual identities

20–30%

reduction in CAC through strategic branding and improved recognition

12-Month *Collaborative Journey*

From Vision to Market Leadership



64GridSet leads throughout — [Client Brand] participates strategically

PHASE 1

64GridSet Deliverables

- Month 1 Brand Audit, Market Research, Competitor Analysis
- Month 2 Target Research, Positioning Workshop
- Month 3 Strategic Roadmap, KPI Framework

Your Role

- ✓ Provide existing brand assets
- ✓ Share market insights
- ✓ Participate in workshops
- ✓ Provide strategic feedback

Phase 1 Outcomes

- ✓ Brand audit report
- ✓ Competitor positioning map
- ✓ Strategic roadmap
- ✓ Defined success metrics

Key Milestone: Approved brand strategy and visual direction

PHASE 2

64GridSet Deliverables

Month 4 Logo Design, Color System, Typography

Month 5 Brand Guidelines, Visual System

Month 6 Packaging Concepts, Applications

Your Role

- ✓ Share brand preferences
- ✓ Provide input on direction
- ✓ Review and give feedback
- ✓ Approve final concepts

Phase 2 Outcomes

- ✓ Logo variations (primary & secondary)
- ✓ Complete brand guidelines
- ✓ Color & typography system
- ✓ Initial packaging concepts

PHASE 3

64GridSet Deliverables

Month 7 Website Design & UI/UX Development

Month 8 Social Templates, Campaign Assets

Month 9 Campaign Launch, PR Materials

Your Role

- ✓ Provide content & requirements
- ✓ Approve content direction
- ✓ Plan launch strategy
- ✓ Execute with our support

Phase 3 Outcomes

- ✓ Fully functional website
- ✓ Social media brand presence
- ✓ Marketing campaign assets
- ✓ Launch-ready brand package

PHASE 4

64GridSet Deliverables

Month 10 Analytics Setup, Performance Dashboard

Month 11 Optimization Recommendations, A/B Testing

Month 12 Growth Report, Future Roadmap

Your Role

- ✓ Provide data access

- ✓ Define business goals

- ✓ Implement recommendations

- ✓ Review and plan next phase

Phase 4 Outcomes

- ✓ Performance analytics dashboard

- ✓ Optimized brand touchpoints

- ✓ Comprehensive growth report

- ✓ 2 year strategic recommendations

What 64GridSet Brings

Strategic Design Thinking

Clear, measurable brand outcomes

Proven Brand Frameworks

Faster time-to-market

Data-Driven Approach

ROI-focused execution

Cross-Industry Experience

Fresh perspectives on wellness

Together we create a
wellness brand that
truly ***stands out.***

What [Client Brand] Contributes

Deep Wellness Expertise

Authentic brand story

Market Insights

Targeted positioning

Customer Relationships

Real-world feedback

Industry Authority

Credibility boost

-
- 01** **Discovery Workshop**
Schedule a 2-hour strategy session
 - 02** **Proposal Refinement**
Customize this roadmap for your needs
 - 03** **Contract Agreement**
Formalize the partnership
 - 04** **Launch**
Begin Phase 1 of the 12-month roadmap

Let's *grow* together.

Visit 64GridSet

Design. Strategy. Growth.

Crafting visual systems that move markets

We combine strategy and design to create brand identities, packaging, design systems and presentations that resonate, differentiate and scale.



Brand Identity

Logo design, visual identity systems and comprehensive brand guidelines that position you clearly in market.



Packaging Design

Shelf-ready packaging that communicates value, improves shelf impact and drives purchase consideration.



Design System

Design tokens, component libraries and governance that ensure consistent product experiences at scale.



Presentation Design

Investor-ready pitch decks and corporate presentations that clearly communicate strategy and opportunity.

WHY 64GRIDSET

Strategic

Design aligned to business outcomes

Expert

Experienced practitioners, proven process

Tailored

Approach customised to your needs

[Start a conversation ↗](#)