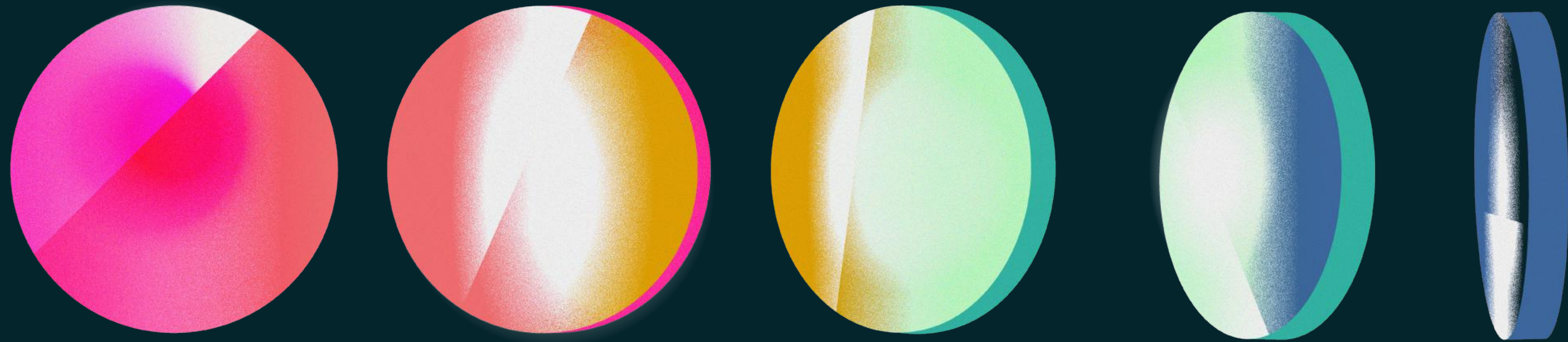


WORKSHOPS



And A Half

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ABOUT THE SERVICE

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What We Offer
Process
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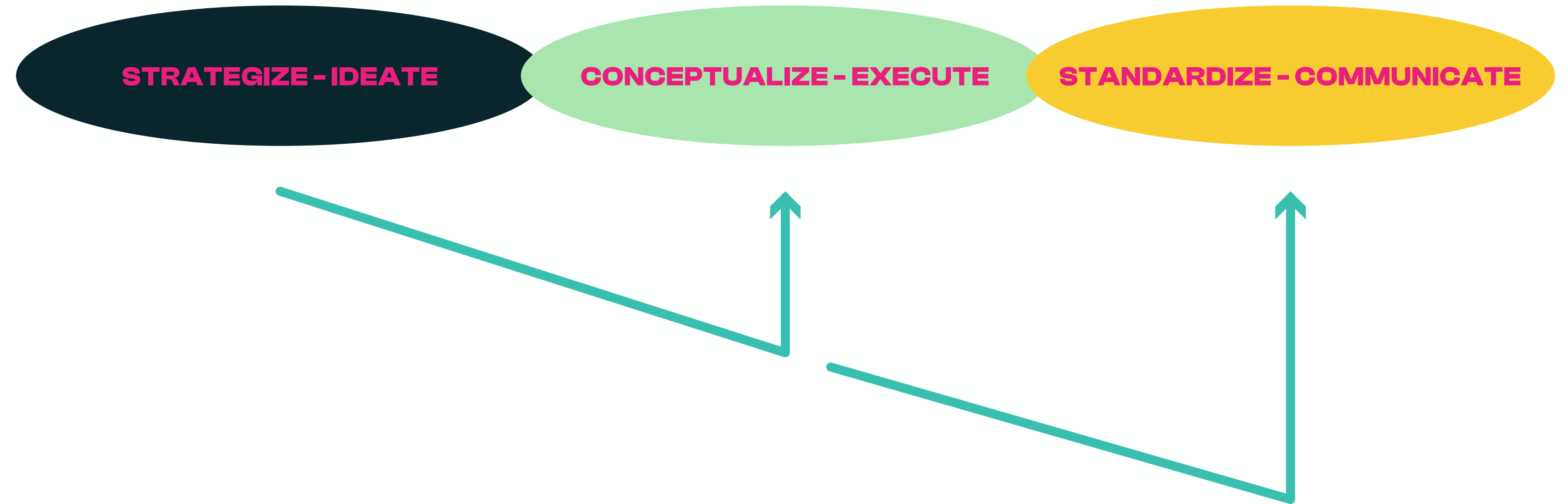
ABOUT AND A HALF

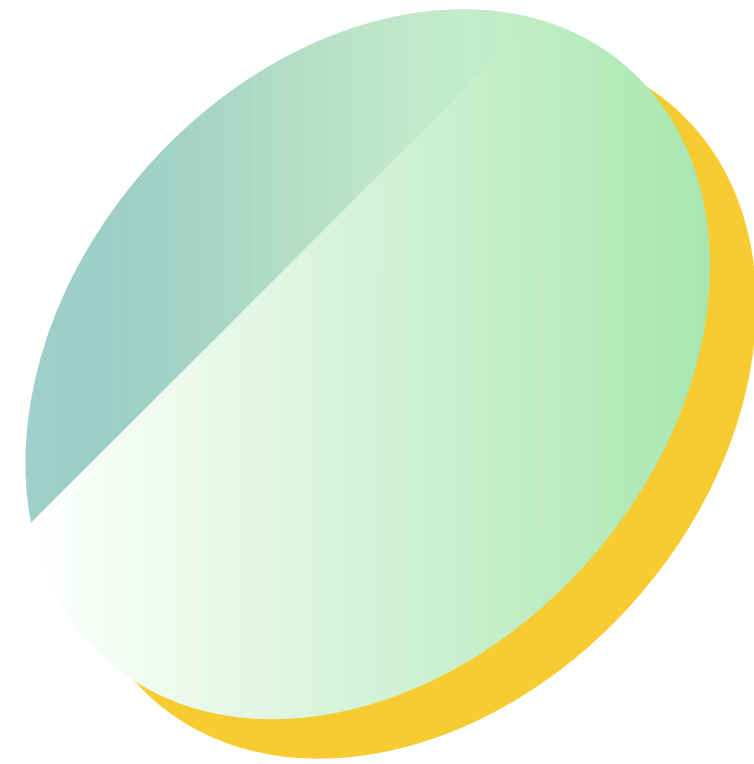
About Us
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Our Services
Contact Us

The image features a dark teal background with several large, semi-transparent, overlapping circles in shades of grey and blue. In the center, there is a complex graphic composed of various elements: a bright yellow glowing circle at the top; a cluster of overlapping spheres in orange, pink, and light blue; a yellow line that loops and ends in a string of five blue spheres; a light green line that loops and ends in a starburst of pink lines; and a red triangle at the bottom. The overall aesthetic is modern and abstract.

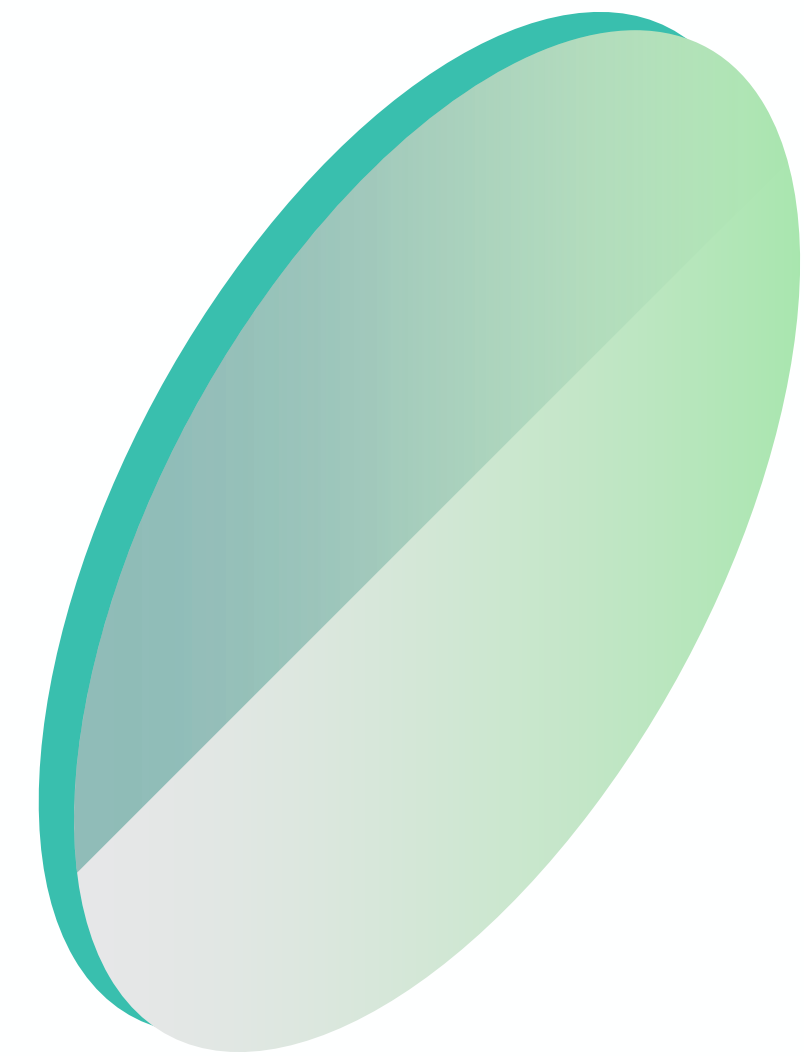
ABOUT THE SERVICE

Our branding services have always focused on laying foundations, but now that times are changing, we hope to empower our clients and partners to navigate these changes & new opportunities too.





Workshops And A Half is crafted to empower each client and their teams to incorporate a **design-thinking approach** to their own brand building process.



Intent

What is our purpose?

To empower creative teams to tell authentic stories in the best way possible and to build sustainable brands

To push for a design-thinking mindset within every organization, with the perspective of designing with empathy

Objective

What can be achieved? What are the goals?

Our branding process working with clients requires a deep understanding of their brand values and narrative, which are later translated into their brand identity. The crucial next step is how this is applied and facilitated day in and day out for the brand to connect and grow.

Workshops And A Half aim to tackle this next step; equipping your team with a deeper understanding of your brand values and how to best put them into practice for a seamless and effective brand roll out.

What We Offer

Workshop Options

1 Design-driven Mindset

LECTURE SERIES *

For teams that want to build a shared appreciation for design and encourage a collaborative design-thinking approach to problem solving across their organization

2 Branding Foundations

LECTURE SERIES

For teams that want to align on foundational design principles and apply these to their assessment of the brand's different creative channels and collaterals

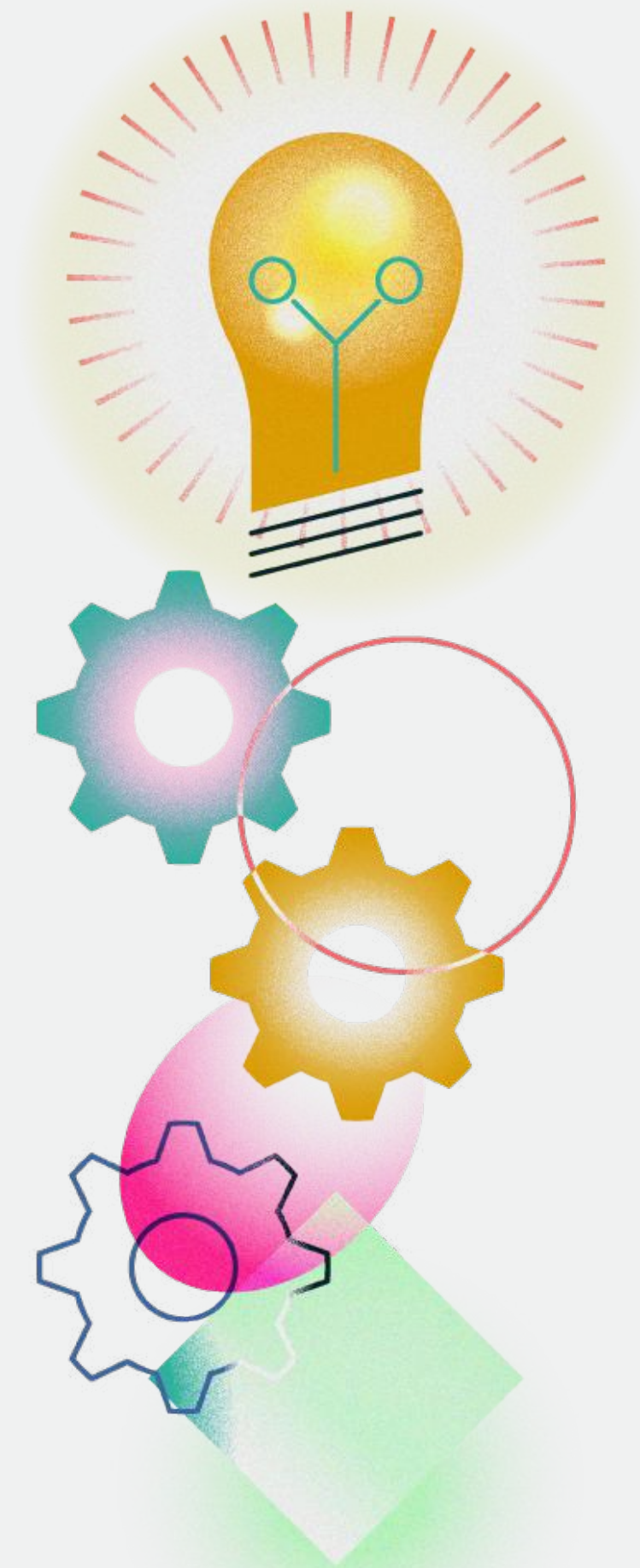
3 Creative Team Training & Consultation

FACILITATED WORKSHOP **

For creative teams that want to build and expand identity assets directly under consultation of And A Half designers & strategists

* Lecture Series consists of a set of educational talks with an And A Half facilitator accompanied by an activity or two.

** Facilitated Workshops is a more guided style of workshop led by And A Half team members with homework, activities and a consultation period after the workshop.



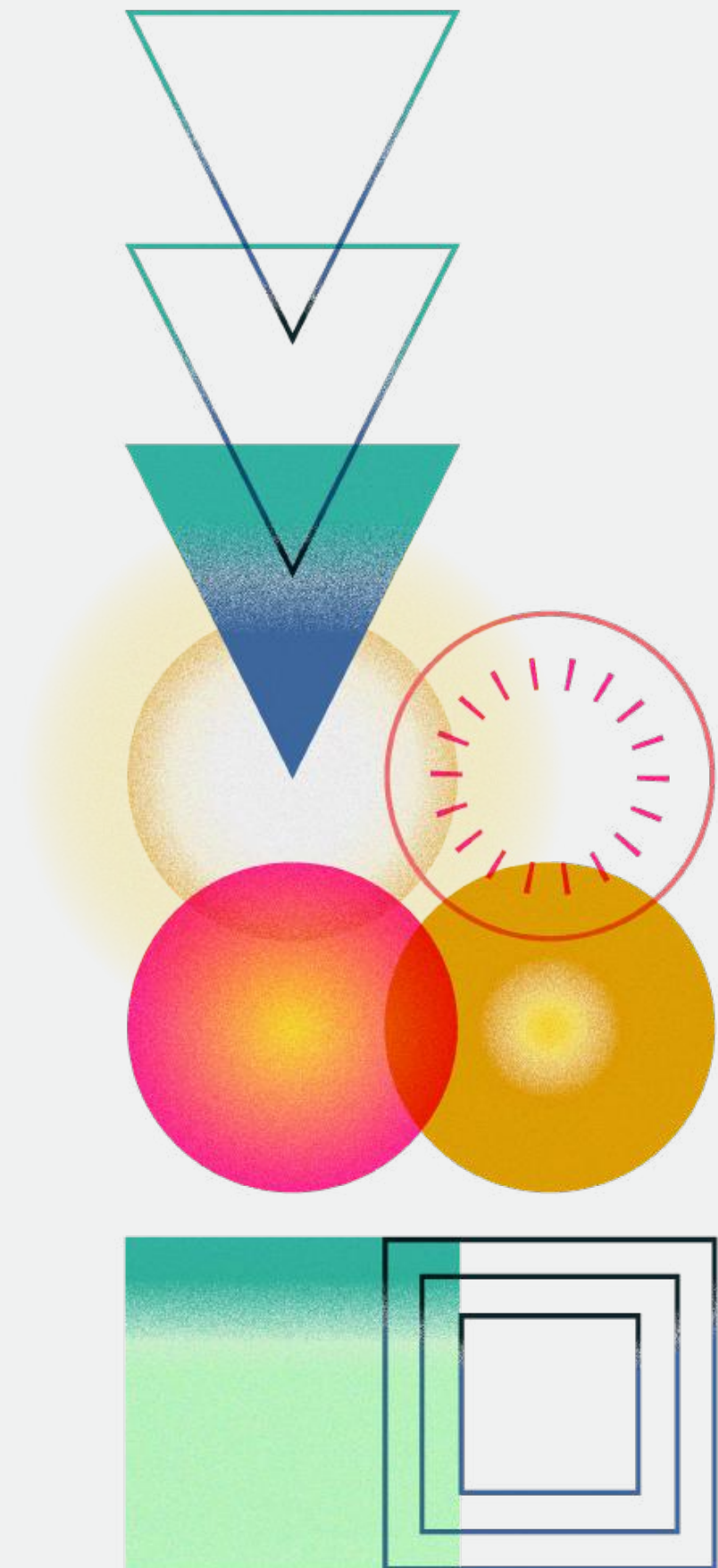
1 Design-driven Mindset LECTURE SERIES

Part 1: The Design Thinking Mindset

1. What is design-thinking? What is this process?
2. Design-Thinking Approach
3. What tools are used?
4. Measuring design-thinking success

Part 2: Designing as a team

1. What are the benefits of a collaborative approach to designing?
2. Best practices in collaborative design
3. Practical tips and helpful tools in collaboration
4. Practicing healthy feedback
5. Design Sprint



2 Branding Foundations LECTURE SERIES

Part 1: Connecting Strategy to Design Execution: Brand Building Basics

1. Brand DNA Fundamentals
2. Personas through Storybrand
3. Verbalizing and translating brand values into a concept statement

Part 2: Creative Ideation and Visualization

1. Crafting visual values
2. Ideation practices to facilitate design execution
3. The visual identity system components

Part 3: Brand Standardization

1. Uses of a standards manual
2. Components of a standards manual
3. How to effectively construct a standards manual for its users



3 Creative Team Training & Consultation

FACILITATED WORKSHOPS

Part 1: Brand Strategy and Communication

1. Brand Strategy and Journey
2. Gathering Information and Insights

Part 2: Audit & Research

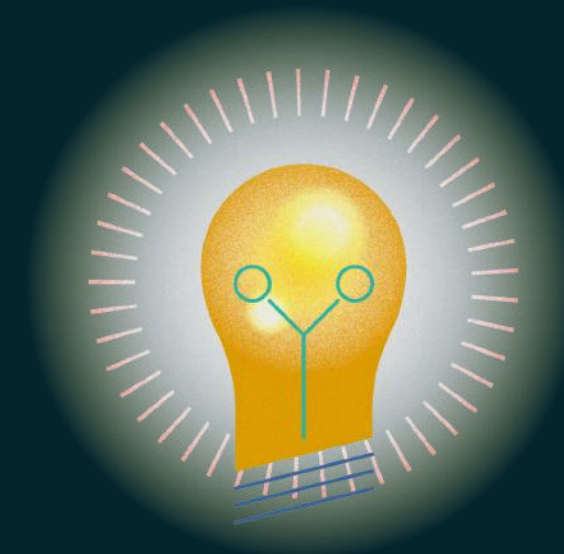
1. Understand where you are
2. Brand Vision: Where you want to be
3. Branding efforts: How to get to your destination

Part 3: Design Execution and Expansion

1. Spotting opportunities within a
2. Customer's Journey
3. Distilling the brand's core values into visual keywords
4. Key Visual Elements Expansion
5. Homework: Expanded brand elements

Part 4: Brand Standardization and Presentation

1. Uses of a standards manual
2. Components of a standards manual
3. How to effectively construct a standards manual for its users



Assess what you need

You can head on over to our website and take our assessment test to better understand what you and your team needs.

Looking for something else?

Not seeing what you need from our Workshops options?
Need something more customised to you and your
team's needs? Let us know! We'd be happy to listen and
create something more tailored to your needs.

Send us a message through [our inquiry form](#).

Step-by-step Process



To avail of the Workshops And A Half service, follow these simple steps. We're here to guide you in finding out what best fits you and your team's needs.

**Design-driven
Mindset** LECTURE SERIES

Sunnies Studio



Creative Team Training & Consultation

FACILITATED WORKSHOP



Ateneo de Davao University



ABOUT AND A HALF



Inspired design & solutions of value



We are about forming **partnerships**
of shared values to create something
more: a right design solution, a new
perspective, a better idea.

Profile –

We are **a team of 15** with roles ranging from designers, strategists, and project managers with over **8 years of experience** in the industry. We've worked on **500+ projects** of all shapes and sizes. But beyond just doing great work, we care about creative freedom and the people who make up our team.

Services –

- ◆ Branding
- ◆ Brand Strategy
- ◆ Brand Expansion
- ◆ Rebranding
- ◆ Graphic Design
- ◆ Web Design
- ◆ Product Design
- ◆ **Workshops And A Half**

ISLAND OF L...

W. & A. RITCHIE & CO.
BOTANICAL
GUINNESS

Infused with class
a blend of rare and
berries and...

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WORK WITH EXCELLENCE

Do your best work

When we built Menarco Tower, we kept your productivity and wellness in mind.



Space for
collaboration
community

Productivity
increases of
8-11% are not
uncommon
as a result of
improved air
quality.

- World Building
Council, 2015

dedicated an entire floor
ration. The floor
with in-house
nose hall is

Menarco's air quality
The extra mile for
Menarco's air quality
Menarco's air quality
Menarco's air quality

Aside from inhaling fresh, filtered air, we
have inspected every item and article of
furniture that has been installed in the Tower, and only
those that have passed WELL & LEED
certification have been installed. Low or no
VOC adhesives, and materials that are
floating around to enter the building.

If you are ever feeling
fatigued, or have a headache,
visit a Lifeline Clinic. A
visit to a Lifeline Clinic
can take only a few
minutes of your
day.



CHOCOLATE DREAMCAKE®

LE SUCRE LAB

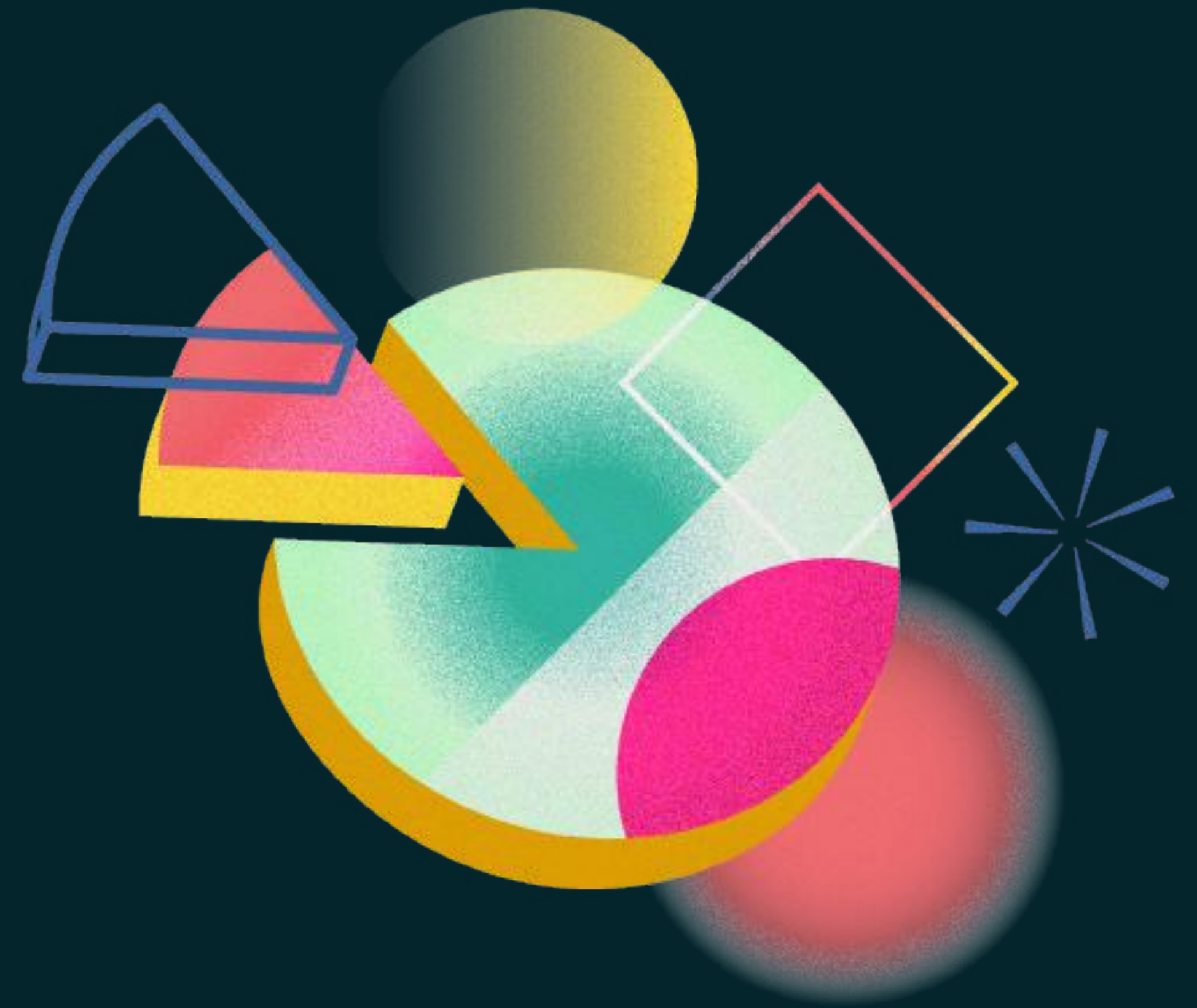




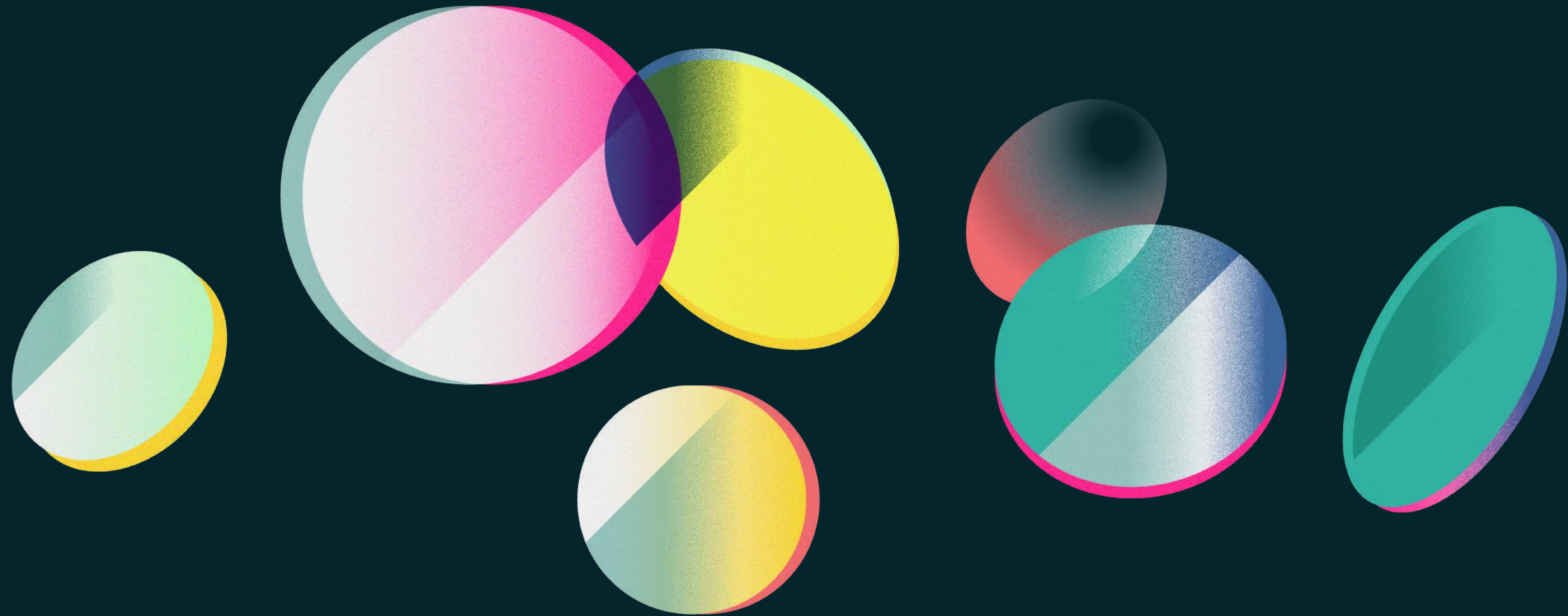
**Developing platforms
and experiences where
we can spark creatively
empowering exchanges**

Contact us

To learn more about how our customized Brand Workshops can help your team, contact us through our website or e-mail us collaborate@and-a-half.ph.



Thank you!



workshops.and-a-half.ph