Branding platform matches socially focused startups with hand-picked designers

We've seen a spate of startup-focused innovations emerge in recent months, including A Startup Store and the LaunchNow game for real-world competition. Zeroing in on startups with an ethical mission, Canadian Brands for the People is an online platform that aims to help socially-focused young companies get customized branding help without spending a fortune.

Aiming to set itself apart from crowdsourced sites offering simple logo competitions, Brands for the People takes a more comprehensive approach. The company explains: “Branding is much more than a beauty parade of sexy logo designs -- it’s a step-by-step process that guides business owners to decide what they are and what they aren’t. This clarity helps to create an ownable space for the business which in turn directs how the brand is designed.” Toward that end, the site offers up free strategic branding tools to help guide leaders through creative exercises so they can develop their own brand briefs; brand strategy experts are also available for consultation. Either way, once that's done, the design phase of the branding process is achieved through an online matching system that helps small businesses connect with designers that meet their budget, industry type, style, personality and skill sets, chosen from a stable hand-picked by the company. Branding packages are priced starting at USD 780, including a logo and graphic element, font palette, color palette, business card design, home page concept and more. The video below explains the process in more detail.

Given the controversy that has surrounded efforts to crowdsource professional services such as graphic design, it's interesting to see hybrid approaches springing up with a more sustainable alternative — not to mention Brands for the People's focus on social enterprises. One to try out on your latest big thing?

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