

# LET'S GET STARTED

## MAKE YOUR BUSINESS STAND OUT.

We collaborate one-on-one with small business owners to create a crafted brand design, online collateral, print collateral, and websites to help your business elevate your marketing.

Brand guidelines is what brings your brand to life. We offer three different levels for different budgets and needs, along with opportunities to customize with branding add-ons and extra marketing collateral designs.



# ABOUT THE PROCESS

## BUILDING A MEMORABLE BRAND TAKES MORE THAN A WELL DESIGNED LOGO.

**1**

### DISCOVER

Together we will dig into your brand foundation. We will ask you to collect visual inspiration and examples. Then we will have a call to talk about brand clarity to discuss goals and vision.

**2**

### DESIGN

From there we will start designing and send you a presentation of two logos and brand styling concepts to choose from. After one is chosen, we'll refine and then continue to develop your brand guidelines with design elements from your options.

**3**

### DEVELOP

After finalizing your brand guidelines, we bring things all together. Depending on the option you selected, this may involve other collateral design pieces or launching a website. Our goal is to give attention to all the details.

# THE 3 OPTIONS

## THE STARTER

**Option 1:** is perfect for small business owners and start-ups who are ready to invest and collaborate with a designer to create a custom brand identity for their business. This option has **the essentials** to help you start to develop a cohesive, authentic, professional brand.

### THIS OPTION INCLUDES:

- Creative Brand Call
- Creative Brief Review
- 2 Original Logo Designs + Brand Concepts
- Full Brand Design + Library of Elements
  - Logo Suite: Primary Logo + Variations
  - Watermark + Variations
  - Favicon
  - Font System + Typography
  - Color Palette
- Brand Guidelines PDF Document

#### Need something not included?

We are happy to customize your brand guidelines with add-ons, so you get exactly what you need.

**INVESTMENT: \$2,500**

**APPROX. TIMELINE:** 4-5 weeks  
**REVISIONS:** 2 rounds of revisions

### POPULAR ADD-ONS:

CUSTOM ICONS SET OF 3 / \$350

CUSTOM BRAND PATTERN / \$275

STATIONARY DESIGN / \$250

Choose 2: Business card, letterhead, or notecard. Print ready file provided.

SOCIAL MEDIA LAUNCH PACK / \$300

A set of branded social media imagery (one image for each of your platforms, up to 5 total) to help celebrate your new brand.

### OTHER COLLATERAL:

Postcard, Print Mailer, Brochure  
starting at \$250

Advertising Templates for online,  
print, or other  
Ask for Quote

# THE STANDARD

**Option 2:** is perfect for business owners who are ready to collaborate with a design partner to make their brand vision a reality. This option includes a full custom brand guideline plus stationary and social media launch imagery **giving you the tools** to create a cohesive experience.

## THIS OPTION INCLUDES:

- Creative Brand Call
- Creative Brief Review
- 2 Original Logo Designs + Brand Concepts
- Full Brand Design + Library of Elements
  - Logo Suite: Primary Logo + Variations
  - Watermark + Variations
  - Favicon
  - 2-3 Patterns
  - 3 Custom Icons / Illustrative Elements
  - Font System + Typography
  - Color Palette
- Brand Guidelines PDF Document
- 2 Stationary Items of Choice  
Business card, notecard, or letterhead
- Social Media Launch Pack  
An image for each of your platforms, up to 5

## POPULAR ADD-ONS:

- SUB LOGO / \$325  
Specific Service, Second Company Branch
- ONE PAGE PDF DESIGN / \$250  
Flyer, Price Sheet, electronic PDF
- SOCIAL MEDIA TEMPLATE / \$175  
Created in photoshop or illustrator.

## OTHER COLLATERAL:

- Postcard, Print Mailer, Brochure  
starting at \$250
- Advertising Templates for online,  
print, or other  
Ask for Quote

**APPROX. TIMELINE:** 4-6 weeks  
**REVISIONS:** 2 rounds of revisions

**INVESTMENT: \$3,750**

**GET IN TOUCH!**



# THE BEAST

**Option 3:** is perfect for business owners who are ready to invest with a design team to help create a cohesive and all encompassing brand and website. This option includes a **full brand guideline, stationary, social media launch, and website.**

## THIS OPTION INCLUDES:

Creative Brand Call

Creative Brief Review

2 Original Logo Designs + Brand Concepts

Full Brand Design + Library of Elements

- Logo Suite: Primary Logo + Variations
- Watermark + Variations
- Favicon
- 2-3 Patterns
- 3 Custom Icons / Illustrative Elements
- Font Sytem + Typography
- Color Palette

Brand Guidelines PDF Document

2 Stationary Items of Choice

Business card, notcard, or letterhead

Social Media Launch Pack

An image for each of your platforms, up to 5

Website Design:

- Design of homepage +5 additional pages
- Seo set-up
- Email basic connection
- Website reviews and training
- Full support of site
- Stock Imagery
- Full access to your website

Website copy and photos are provided by you or ask us about photography. Does not include specialized or customized programs or features. Such as e-commerce, booking program, portal or listing management, etc.

**INVESTMENT: \$6,250**

**APPROX. TIMELINE:** 7-8 weeks

**REVISIONS:** 2 rounds of revisions

\*Up to 20 pages

**GET IN TOUCH!**





# COMPARE THE OPTIONS

WHAT'S INCLUDED:	THE STARTER	THE STANDARD	THE BEAST
Creative Brand Call	x	x	x
Creative Brief Review	x	x	x
2 Original Logo + Brand Concepts	x	x	x
Logo Suite: Primary + Variations	x	x	x
Submark + Variations	x	x	x
Favicon	x	x	x
Font Sytem + Typography	x	x	x
Color Palette	x	x	x
Pattern + Textures		x	x
Custom Icons / Illustrative Elements		x	x
Brand Guidelines Document	x	x	x
Stationary		x	x
Social Media Launch Pack		x	x
Website Design			x

Remember, you can customize any package with the branding and website add-ons.  
See previous pages for examples.



**CONTACT US!**