MANCHESTER
RADIO GROUP

BRAND DESIGN OPTIONS | THE BRAND GUIDELINES

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 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.

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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 Designs + 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 ICON SET OF 3 / $350

CUSTOM BRAND PATTERN / $275

STATIONARY DESIGN / $250
Choose 2: Business Cards, 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:

Post card, Print Mailer, Brochure starting at $250

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

THE STANDARD

Option 2: Is perfect for small 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 guidelines 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 Designs + Library of Elements
- Logo Suite: Primary Logo + Variations
- Watermark + Variations
- Favicon
- 2-3 Patterns
- 3 Custom Icons
- Font System + Typography
- Color Palette

Brand Guidelines PDF Document

2 stationary Items of choice

Social Media Launch Pack
An image for each of your platforms, up to 5

INVESTMENT: $3,750

POPULAR ADD-ONS:

SUB LOGO / $325

ONE PAGE PDF DESIGN / $250
Flyer, Price Sheet, Electronic PDF

SOCIAL MEDIA TEMPLATE / $175
Created in photoshop or illustrator

OTHER COLLATERAL:

Post card, 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

THE BEAST

Option 3: Is perfect for small business owners who are ready to invest with a design team to help create a cohesive and all encompassing brand and website. The 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 Designs + Library of Elements
- Logo Suite: Primary Logo + Variations
- Watermark + Variations
- Favicon
- 2-3 Patterns
- 3 Custom Icons
- Font System + Typography
- Color Palette

Brand Guidelines PDF Document

2 stationary Items of choice

Social Media Launch Pack
An image for each of your platforms, up to 5

INVESTMENT: $6,250

Website Design:
- Design of homepage +5 additional pages
- Seo setup
- 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.

APPROX. TIMELINE: 7-8 Weeks
REVISIONS: 2 Rounds of revisions
*Up to 20 pages

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COMPARE THE OPTIONS

WHAT'S INCLUDED:	THE STARTER	THE STANDARD	THE BEAST
Creative Brand Call	X	X	X
Creative Brief Review	X	X	X
Original Logo + Brand Concepts	X	X	X
Logo Suite: Primary + Variations	X	X	X
Submarks + Variations	X	X	X
Favicon	X	X	X
Font System + Typography	X	X	X
Color Palette	X	X	X
Pattern + Textures		X	X
Custom Icons		X	X
Brand Guidelines PDF	X	X	X
Stationary		X	X
Social Media Launch Pack		X	X
Website Design			X