

D2

BRAND DEVELOPMENT

LOGO ONLY

- Custom identity design based off your business credibility traits
- Design optimized to set you apart in your field
- Brand specs sheet includes custom color pallet and fonts
- Horizontal/Vertical and square versions
- Icon version, when applicable
- All file types needed for the life of your business

LOGO + BRAND BOOK

Best option for established businesses/corporations

INCLUDES ALL LOGO ITEMS ABOVE, PLUS:

- Catalog including:
 - Brand statement
 - Font development/guidelines
 - Detailed information about color use
 - Brand messaging information (tone, voice, etc)
 - Detailed information about photo selection/use for marketing

BRAND TOOL KIT

Best option for start-ups/new businesses

INCLUDES:

- Brand consulting session 1 hr
- Logo: includes brand specs sheet
- Brand Messaging: brand story + tagline
- Marketing set up: keywords, social media pages set up, google page set up
- 2 Design items: business card + marketing sheet

ADD ONS:

- Monthly Digital Ads
- Monthly Consulting
- Monthly Social Media Content
- Photography
- Video Production