

Branding Packages

Everyone's branding & logo needs are different. From just simply needing a logo, to full brand guidelines, with everything in between. It's all custom to where you are in your brand journey. Below is some guidance on where you can take it..

1 The Basics

For your simpler branding needs:

- initial call, research board & basic marketing guidance
- a logo, colour palette & font selection
- x2 iterations of the logo (full logo & simplified for different uses)
- 3 step process

2 Full Branding

A well rounded brand package:

- initial call & research board
- a primary logo with multiple iterations, colour palette & font selection
- additional brand elements (examples include icons, illustrations or image library)
- x2 designed brand collateral of your choice (examples include A4 leaflet, business card etc)
- a 1hr marketing guide phonecall with a take away document custom to your brand

3 Premium Package

The full package:

- initial call & research board
- a primary logo with multiple iterations, colour palette & font selection
- additional brand elements (examples include icons, illustrations, image library)
- x3 designed brand collateral of your choice (examples include A4 leaflet, business card etc)
- a marketing plan phonecall with a take away document custom to your brand
- website landing page design & build (subject to time)

* all of the above is subject to specific needs, & packages are malleable to suit exactly to what you want. Costs are adjusted according to what is required, amount of amendments needed & time spent - this is always something I discuss with you beforehand. Ask if you'd like a general price guide. I look forward to starting the process!