

Brand Identity Packages

MINI	PREMIUM	ULTIMATE
\$500	\$900	\$1250
50% DOWN PAMENT REQUIRED	50% DOWN PAMENT REQUIRED	50% DOWN PAMENT REQUIRED
APPROX. TIMELINE: 1-2 WEEKS	APPROX. TIMELINE: 2-3 WEEKS	APPROX. TIMELINE: 3-4 WEEKS
30-Minute Branding Consultation (via email, phone or in-person)	1-Hour Branding Consultation (via email, phone or in-person)	2-Hour Branding Consultation (via email, phone or in-person)
Brand Discovery & Inspiration Gathering	Brand Discovery & Inspiration Gathering	Brand Discovery & Inspiration Gathering
3-4 Logo Concepts with 2 rounds of revisions	4-5 Logo Concepts with 3 rounds of revisions	6-8 Logo Concepts with 3 rounds of revisions
Typography Font Selections*	Typography Font Selections*	Typography Font Selections*
1 Final Logo Design & Reverse Logo Design	1 Final Logo Design & 1 Reverse Logo Design + Alternative Logo (watermark)	1 Final Logo Design & 1 Reverse Logo Design + Alternative Logo (watermark)
Business Card Design	Business Card Design	Business Card Design
<i>a la carte items:</i>	Custom Tagline	Custom Tagline
Logo Design: \$500-\$750	1 Postcard or Mailer	1 Postcard or Mailer
Business Card Design: \$250	Email Signature Template	Email Signature Template
Social Media Imagery: \$175	Brand Board (includes logo, color palette, fonts, watermark & tagline)	Comprehensive Brand Guidelines (includes Brand Board + patterns, textures & social media icons)
Print / Digital Ad Design: \$200	Logo Sized to 3 Social Media Profile Sizes (your choice of 3)	Logo Sized to 5 Social Media Profile Sizes (your choice of 5)
Postcard or Mailer: \$250-\$350		Social Media Banners
Full-Page Brochure: \$350-\$500		1 Full-Page Company Brochure
Hourly Services: \$65/hr		Stationary Design
		Set of Custom Social Media Icons
		1 Print or Digital Ad Design

Can I substitute services in these packages?

Absolutely! You can substitute and swop items for one another based on your specific needs. For instance, if you choose the Premium Package, but would rather get stationary instead of a tagline, you can do that. Note: certain items cannot be swopped due to the design process to create items.

