

# Custom Branding

Logo suite, avatar, and brand-ready assets such as cards, email signatures, and social icons.

## Phase Breakdown and Deliverables

### 1. Discovery & Brand Briefing (1–2 hrs)

*Intake session to define brand values, tone, target audience, and visual direction*

### 2. Moodboard & Brand Direction (1–2 hrs)

*Develop a visual direction with colors, typography, style references*

### 3. Logo Concepts (4–6 hrs)

*Create 2–3 initial logo concepts: wordmark, monogram, or icon-based*

### 4. Logo Refinement & Variations (2–4 hrs)

*Refine chosen direction with variations (color, layout, B/W, favicon)*

### 5. Digital Avatar & Brand Assets (1–2 hrs)

*Create avatar/icon for socials, and simple digital adaptations*

### 6. Optional Add-ons (2–3 hrs)

*Business card, email signature, branded doc headers, or social templates*

### 7. Final Kit & Delivery (1 hr)

*Deliver ZIP with SVG, PNG, color codes, and usage instructions*

## Terms and Conditions

All projects begin with a discovery and planning phase to align goals and deliverables. Once the scope is confirmed, a 50% deposit is required to secure the project start date. The remaining 50% is due upon final delivery of assets, before release of production files or public launch. For longer or multi-phase projects, payments may be structured in milestones based on completed stages.

Deliverables will be clearly outlined at the start of each project. Additional revisions or requests outside the agreed scope may be subject to additional billing. Final files are delivered in industry-standard formats and include print-ready and/or web-optimized versions as appropriate.

Rush fees may apply to expedited timelines. Project timelines depend on prompt feedback at key stages. Payment via PayPal, Venmo or ApplePay.

By working together, you agree to a collaborative process built on clear communication and mutual respect for timelines, feedback, and creative boundaries.

