

# Brand Design Playbook 2024.





## P A C K A G E S .

# Level 1.




1 W E E K

£ 2 5 0



## Strategy

-  Market and industry research
-  2 creative direction routes

## Design

-  Logo suite
-  Colours/fonts
-  Supporting graphics

## Support

-  Mini guideline doc
-  Guide to your files







## P A C K A G E S .

# Level 2.





2 - 3 W E E K S

£ 5 5 0



## Strategy

-  Brand audit
-  Market and industry research
-  Strategy guide
-  2 creative direction routes

## Design

-  Logo suite
-  Colours/fonts
-  Supporting graphics
-  3 digital or print add-ons of your choice

## Support

-  Full guideline doc
-  Guide to your files







## P A C K A G E S .

# Level 3.






4 W E E K S

£ 9 5 0





## Strategy

-  Brand audit
-  Market and industry research
-  Strategy guide
-  2 creative direction routes

## Design

-  Logo suite
-  Colours/fonts
-  Supporting graphics
-  6 digital or print add-ons of your choice
-  Custom logo animation

## Support

-  Full guideline doc
-  Guide to your files
-  Support in implementing your brand
-  Reduced rate on additional services



## A D D - O N S .

L V L 2 : 3 A D D - O N S

L V L 3 : 6 A D D - O N S

# Print.

Business card (x1), Letterhead (x1), Thank you card (x1),  
Loyalty card (x1), Gift voucher (x1), Appointment card (x1),  
Sticker/Label (x1), One-sided leaflet (x1), Poster (x1),  
Price List (x1), Swing tag (x1), Tissue paper (x1)

# Digital.

Social post templates (x3), Social story templates (x3),  
Highlight covers (up to 4), Email signature (x1),  
Facebook/LinkedIn cover image (x1 each), Email banner (x1)

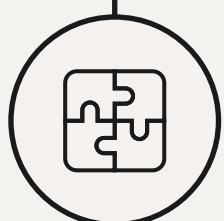


## P R O C E S S .



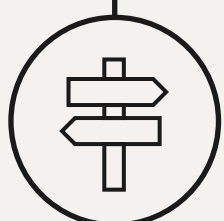
### **Let's Chat.**

Slide into my DMs and we'll get to know each other and your business, then I'll send a project proposal.



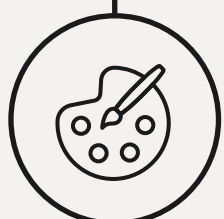
### **Getting Organised.**

We'll kick off your project with a brand audit to create a strategic blueprint for your brand.



### **Creative Crossroads.**

I'll present two routes of creative direction, then you'll have the choice of how we proceed.



### **Let The Fun Begin.**

Using our creative direction, your logo concepts will be presented and tweaked until you're happy.



### **Rolling It Out.**

Once your logo and style is signed off, I'll create the rest of your assets and brand guidelines.



### **The Grand Reveal.**

It's time to show off your brand! You'll receive all the files and guides you need for a seamless takeoff!



A D O V E D E S I G N

# Ready to bring your brand story to life?



S L I D E I N T O M Y D M S

