

BRAND DESIGN.

A DOVE DESIGN



Pricing Guide.





Level 1.



1 WEEK

£ 3 5 0

Cost is usually split into two 50% payments: one taken at the start & one at the end of the project. I'm happy to discuss alternative payment plans if needed.

*Font licenses are not included in the brand package price, however I will always try to use free fonts where possible.

Strategy

- 📖 Market and industry research
- 💡 2 creative direction routes

Design

- ✂️ Logo suite with 3 variations
- 🎨 Colours/fonts*
- 📢 Supporting graphics

Support

- 📄 Mini guideline doc
- 📁 Guide to your files



Level 2.



2 - 3 WEEKS

£ 8 5 0

Cost is usually split into two 50% payments: one taken at the start & one at the end of the project. I'm happy to discuss alternative payment plans if needed.

*Font licenses are not included in the brand package price, however I will always try to use free fonts where possible.

Strategy

- 🔍 Brand audit
- 📖 Market and industry research
- ⚙️ Strategy guide
- 💡 2 creative direction routes

Design

- ✂️ Logo suite with 3 variations
- 🎨 Colours/fonts*
- 📢 Supporting graphics
- ⊕ 3 digital or print add-ons of your choice

Support

- 📄 Full guideline doc
- 📁 Guide to your files



Level 3.



4 WEEKS

£ 1 2 5 0

Cost is usually split into two 50% payments: one taken at the start & one at the end of the project. I'm happy to discuss alternative payment plans if needed.

*Font licenses are not included in the brand package price, however I will always try to use free fonts where possible.

Strategy

- 🔍 Brand audit
- 📖 Market and industry research
- ⚙️ Strategy guide
- 💡 2 creative direction routes

Design

- ✂️ Logo suite with 3 variations
- 🎨 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



Add-ons.



There are 3 add-ons included in the Level 2 brand package, and 6 add-ons included in the Level 3 brand package. Extra add-ons are £100 for any 3.

*I will provide any print add-ons as print-ready and digital artwork files, any printing costs are not included in the brand package price. I'm always happy to recommend printers if needed!

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)

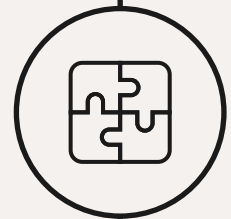


Process.



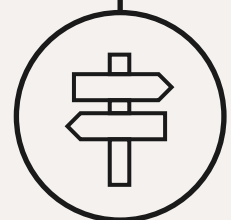
Let's Chat.

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



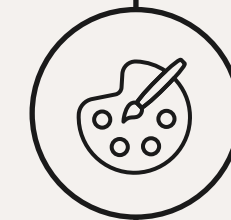
Getting Organised.

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 brand concept 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 get all the files and guides you need for a seamless takeoff!



Next Steps.

One.

Get in touch if you're interested in chatting more about your project. I'll need some basic information about your business and design goals, then I'll send across a custom project proposal for you to approve.

Two.

Once your project proposal is approved, I'll send over a short contract for you to sign, and an invoice for your 50% deposit. If you'd like to discuss alternative payment plans, just let me know.

Three.

You're officially booked in! We'll schedule your brand audit and you'll receive a welcome pack in time for your start date!

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Thank you!

