

Brands don't fail because their service is weak — they fail because their identity doesn't inspire trust fast enough.

Identity Lite is built for founders who want to start with authority — not guesswork. This package gives your brand a clear voice, a strong visual foundation, and a credible first impression.

Why Brand Identity Drives Revenue

Weak branding silently reduces conversions, increases price objections, and weakens ad ROI. Strong identity builds confidence before you speak.

Who This Package Is For

- Founders launching their first serious brand
- Businesses with unclear naming or identity direction
- Brands preparing for paid ads or partnerships
- Entrepreneurs avoiding future rebranding

What You Receive

Component	Business Impact
Brand Discovery	Clarity on positioning, audience, and direction
Naming System	A meaningful, available, and memorable brand name
Tagline	Instant explanation of what you do and why it matters
Logo System	Professional assets that build trust everywhere
Visual Language	Consistent colors & typography for recognition

Timeline

Discovery → Concepts → Refinement → Delivery

2–3 weeks

Investment

₹35,000 – ₹60,000

Identity Lite exists so founders start with confidence — not fix branding mistakes after growth begins.