

Identity Plus is built for businesses that are no longer experimenting. It is designed for brands that want clarity, consistency, and confidence across every customer interaction — ads, website, sales calls, and follow-ups.

If Identity Lite helps you start right, Identity Plus ensures you scale without brand friction. This package transforms a brand from “**present**” to “**professionally positioned**.”

The Real Problem With Growing Brands

As businesses grow, more people interact with the brand — prospects, customers, sales teams, agencies, and platforms. When branding is partial, every interaction introduces inconsistency.

This inconsistency silently reduces trust. Customers hesitate, sales cycles slow down, and ad performance drops — not because the offer is weak, but because the brand does not feel fully established.

Why Identity Lite Stops Working at Scale

Identity Lite provides clarity, but clarity alone is not enough when a brand begins to scale. Ads demand consistency. Sales teams need alignment. Customers expect professionalism.

Without a system, teams improvise and messaging drifts. Identity Plus replaces improvisation with structure.

Lite vs Plus — Strategic Difference

Area	Identity Lite	Identity Plus
Purpose	Start correctly	Scale professionally
Brand Depth	Basic clarity	Strategic foundation
Consistency	Limited	System-driven
Sales Confidence	Medium	High
Ad & Scale Ready	✗	✓

Who Should Choose Identity Plus

- Brands investing in paid advertising
- Service businesses selling high-ticket offers
- Founders planning long-term scale
- Teams needing clarity, control, and consistency

What Identity Plus Delivers

Strategic Brand Foundation

Identity Plus begins with an in-depth discovery workshop designed to understand your business model, customer psychology, competitors, and long-term vision.

This ensures your brand is built on strategy — not assumptions, trends, or personal taste.

Naming & Positioning System

You receive three strategically crafted naming options supported by memorability logic, emotional resonance, and domain availability. This protects your brand from confusion and costly rebranding later.

Complete Visual Identity System

- Primary, horizontal & icon logo formats
- Structured color system for digital & print
- Typography for readability & authority
- Consistent visuals across ads, website & sales material

Brand Guidelines & Control

A comprehensive 10–18 page brand guideline document ensures long-term consistency even as teams, vendors, or platforms change. Your brand remains controlled and recognizable.

Business Outcomes

- Stronger brand recall
- Higher ad click-through rates
- Reduced hesitation during sales calls
- Premium brand perception

Timeline & Investment

Timeline: 4–5 weeks (structured milestones)

Investment: ₹85,000 – ₹2.5L

This investment prevents future rebranding costs and improves conversion efficiency across marketing and sales.