



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.