

DESIGN PACKAGES

Introductory paragraph selling services-why you're the best choice, etc.

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1: brand package

- Logo and brand style
- Brand pieces (or brand system)
- Website

from \$3,000??

EXAMPLES

2

2: full website

- Discovery, analysis, research
- Content structure and strategy (information architecture)
- User Experience Design (sitemap, user-flow, wireframes)
- Visual design
- Development
- Testing and deployment

from \$2,000??

EXAMPLES

3

3: brand collateral

- landing pages
- digital banners
- flyers
- brochures
- magazines
- stationery
- social media visuals
- presentations
- e-books
- etc, ect,,

from \$1,000??.

EXAMPLES

SPECIAL PROMOTIONS

CONTACT US

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EXAMPLES



MORE WORK

BRAND QUESTIONNAIRE

We will send you a list of questions that you need to fill out prior our meeting. In this session we will review your answers together in order to clarify your brand concept. The Branding Questionnaire consists of: general questions, in depth interview, the market, the target, the identity.

MOOD-BOARDS

Creation of initial brand concepts and mood boards. We will define the tone of the brand by visually illustrating the general look and feel for 3 different graphic-concepts. (1 revision)

LOGO DESIGN

Based on the mood-board selected we will present 4 logo options, each logo will be completely different and will include various font/type/layout and styles. (2 revisions)

BRAND STYLE-BOARD

Once the logo has been finalized we will build a brand style-board which will include the logo, color palette, a secondary logo option, a sub-mark or brand element, 2 font recommendations, and 2 pattern recommendations. (1 revision)

DELIVERABLES

Logo Package Deliverables:

- Brand Style-board on JPG, this will be your bible!
- Final logo and applications in all formats (.eps, .pdf, .ai, .psd, .png, .jpg, transparent background)
- Color names in RGB, CMYK, and HEX.
- Patterns in 12"x12" at 300dpi JPEG.

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