

BRAND IDENTITY PACKAGE

OVERVIEW

This branding package develops and locks down your brand. I will take your vision for your brand, no matter how vague, and turn it into a comprehensive brand identity. The included guide will ensure future brand consistency across all platforms, media and materials. While the included deliverables will give you the cohesive presence necessary to share a professional and memorable experience with your target market.

RESEARCH

You will receive a brand identity prep sheet to help me better understand your vision for your business and brand. Once the questionnaire is returned to me, we'll discuss the answers (through email, phone or Skype). I will research your market, competitors and peers.

DESIGN & DEVELOPMENT

Based on the answers to your brand identity prep sheet, I will compile and deliver to you a preliminary branding package. You will review the package and give me your feedback. Based on your feedback, I will then compile your comprehensive guide which will include the following:

- Moodboard with overview of brand
- Logo and brand graphics usage guidelines
- Font family and usage guidelines
- Color scheme and usage guidelines
- Mockup of branded materials to show brand in-action

DELIVERABLES

- Branding guide in a digital pdf format
- 3 custom brand graphics to be used across your brand
- Facebook cover and profile image
- Twitter cover and profile image
- Two-sided business card (up to 5 people)

*This package is completely customizable. Contact me to discuss additional branded items you are interested in including.

POST PROJECT

Once you begin using your branding guide and deliverables, I will continue to be there for support, questions and to supply addition formats if necessary.

TURNAROUND TIME

1 to 1.5 weeks

PRICING

Starting at \$600

EMAIL ME AT MEGANJURVISDESIGN@GMAIL.COM TO DISCUSS YOUR CUSTOM PROJECT PRICING!

