

OUR SERVICES



Build-a-Brand *Package*

The foundation of every great business.

Dominate visibility in your competitive marketplace and enhance your reputation among your consumers and competitors with our comprehensive Build-a-Brand Program -- a program tailored to meet your needs that covers all facets of branding from logo and font design, to target market identification, brand strategy, marketing toolkits & MORE.

Build-a-Brand

Package

WHAT'S INCLUDED (CHOOSE WHICH SERVICES YOU NEED)

3 LOGO CONCEPTS
LOGO USAGE
SUBMARK DESIGN
FONTS & TYPOGRAPHY
GUIDELINES
BRAND MESSAGING (ABOUT,
STORY, PRODUCTS/SERVICES &
TEAM)
TAGLINES
ICONOGRAPHY

TARGET AUDIENCE
CUSTOMER PERSONAS
WEB MOCKUPS
BRAND PERSONALITY
PESO MARKETING (PAID, EARNED,
SHARED, OWNED) SUGGESTIONS
COLOR PALETTES/SCHEMES

BRAND POSITIONING
BRAND PURPOSE
SAMPLE VISUALS AND IMAGES
(MOOD BOARD)
COMPETITOR AUDITS (TOP 2)
BRAND STATIONARY MOCKUPS
COMPLETE BRAND BOOK
COMPANY VALUES & MISSION
BRAND VOICE

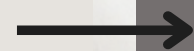
CHANEL

Build-a-Brand

Package

HOW IT WORKS

Questionnaire Fill Out, Initial Consulting Call, Onboarding, Brand Strategy, Concept Creation, Scope of Work Development



Application of Concept & Strategy, Implementation of Scope of Work, Weekly/Bi-weekly Calls, Approval of Drafts



Combining of Approved Elements, Brand Book and Style Guide Assembly, Presentation of Brand Book and Style Guide

CHANEL

INVOICE SCHEDULES

3-DAY BRAND DISCOVERY SESSION

DUE IN FULL PRIOR TO COMMENCEMENT | \$500.00

BUILD-A-BRAND PACKAGE

BILLED AT THE END OF EACH MONTH | HOURLY

**TOTAL VARIES BASED ON THE SCOPE OF WORK

SERIOUSLY SOCIAL & CONTAGIOUS CONTENT PACKAGE

BILLED AT THE END OF EACH MONTH | FLAT FEE

**TOTAL VARIES BASED ON THE SCOPE OF WORK

(RETAINER)



Payment is broken down specifically based on the package. Both packages, not including the 3-Day Brand Discovery Session, are divided into monthly installments based on the approved project scope of work. Please find the package invoice and payment schedules to the left.