



### Brand Styling *includes:*

- Brand Discovery worksheets and questionnaire
- One-hour brainstorming & strategy session
- A curated brand board *inspired by the worksheets, questionnaire and strategy session.*
- 2-3 Primary logo drafts

Once the direction is solidified, you'll receive the following:

- Primary Logo
  - Secondary Logo
  - A Mark or Monogram
  - Typography Styling (*Fonts need to be purchased by the client for use beyond the files I provide*)
  - Custom Color Palette
  - Two Patterns or Textures
- Social Media Icons
  - FB Page Design
  - Final Brand Styling Files, packaged as jpg, png, pdf and eps
  - Final Brand Styling Document, which includes:
    - Overview of all the design elements, 2 examples of in-use branding, color profiles (CMYK, RGB, Pantone), Proper logo usage and guidelines.

INVESTMENT: \$1,950 *split into 3 installments*

### Brand *add ons:*

#### STATIONARY

- Business Card Design \$150
- Additional Business Cards \$25 *per name*
- Thank you Note + Envelope \$100
- Notecard + Envelope \$100
- Address Stamp \$50
- Sticker \$50

#### PRINT

- Lookbook \$175+
- Pricing Guide \$125+
- Welcome Guide \$175+
- Media Kit \$125+
- Ad \$75+

*Printing is available by custom quote.*

#### CUSTOM QUOTE

- Photography
- Copywriting
- Package Design