

# LOGO & VISUAL BRANDING

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## BASIC LOGO PACKAGE

IDEAL FOR: *"I really just need a logo and nothing else."*

PROCESS:

- Initial discovery process to establish logo style.
- 2 initial design concepts to choose from + 2 rounds of edits.

FINAL DELIVERABLES:

- 1 logo design in full color and black and white variations.  
Saved in multiple file formats with instructions for usage.

**\$599**

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## NOT-SO-BASIC BRAND PACKAGE

IDEAL FOR: *"I have a good idea of the 'look' of my brand and now I need logo variations and resources to support it."*

### PROCESS:

- Initial visual brand collection process to nail down brand colors, fonts, and mood board.
- 3 initial logo design concepts to choose from + 3 rounds of edits.
- Visual brand resources development - creation of style guide, visual elements, and resources to support logo.

### FINAL DELIVERABLES:

- 2-3 logo variations for different use (i.e. stacked, long, circle) in multiple file formats with instructions for usage.
- Brand elements for use on web and social media (includes favicon, logomark, supporting design elements, and other elements as needed).
- Print marketing designs (includes designs of business card, letterhead, and envelopes.)
- Style guide with fonts, colors, and logo usage details.
- 250 standard, double sided, full color business cards, printed & shipped to you.

**\$1299**

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## EXTRA IS MY BASELINE PACKAGE

IDEAL FOR: *"I need help developing my visual brand, multiple logo variations, and additional resources for my brand."*

### PROCESS:

- Initial brand discovery process to establish style, brand colors, fonts, and mood board.
- 3 initial design concepts to choose from + 3 rounds of edits.
- Visual brand resources development - creation of style guide, visual elements, and resources to support logo.

### FINAL DELIVERABLES:

- Mood board, image examples, brand message and imaging framework, and style guide with fonts, colors, and logo usage details.
- 2-3 logo variations for different use (i.e. stacked, long, circle) in multiple file formats with instructions for usage.
- Brand elements for use on web and social media (includes favicon, logomark, supporting design elements, and other elements as needed).
- Print marketing designs (includes designs of business card, letterhead, and envelopes.)
- Canva Brand Kit development (includes post templates in various sizes, carousel templates, story templates, and letterhead.)
- 250 standard, double sided, full color business cards.

**\$1599**

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## ADD-ONS

*The following can be added on to either package:*

- Additional round of edits — **\$80**
- 250 standard, double sided, full color business cards — **\$40**
- 500 standard, double sided, full color business cards — **\$55**
- Additional logo variations — **\$125/variation**
- Brand elements for use on web and social media (includes favicon, logomark, supporting design elements, and other elements as needed) — **Billed at a rate of \$90/hour**
- Print marketing designs (includes designs of business card, letterhead, and envelopes.) — **Billed at a rate of \$90/hour**
- Canva Brand Kit development (includes post templates in various sizes, carousel templates, story templates, and letterhead.) — **\$250**
- Style guide development with fonts, colors, and logo usage details. — **\$200**
- Brand pattern design — **\$100/pattern**
- Custom brand font design & development — **\$900**

# A LOOK AT MY WORK

LOGO DESIGN CLIENT: Six Sisters' Stuff - Course Logo



BRAND DESIGN CLIENT: Coopcake Creations

PRIMARY LOGO



HOLIDAY LOGO VARIATION



BRAND DESIGN CLIENT: Huckleberry Hiking

PRIMARY LOGO



SECONDARY LOGO OPTIONS



HORIZONTAL



MARK ONLY



NEGATIVE



POSITIVE

COLORS



HEX: #241A5C  
R:36 G:26 B:92



HEX: #645C92  
R:100 G:91 B:145  
C:71 M:71 Y:16 K:2



HEX: #0D0D13  
R:13 G:13 B:19  
C:77 M:71 Y:62 K:83



HEX: #8D8D8E  
R:141 G:141 B:142  
C:47 M:39 Y:39 K:3



HEX: #FFFFFF  
R:255 G:255 B:255  
C:0 M:0 Y:0 K:0

# A LOOK AT MY WORK

REBRAND CLIENT: Teresa Kwant - Teachers Pay Teachers Seller

PREVIOUS LOGO



UPDATED LOGO



REBRAND CLIENT: IndriVanilla - Fair Trade Vanilla Beans

PREVIOUS LOGO



UPDATED LOGO



REBRAND CLIENT: Spirit 'n Sprout - Montessori Toys & Resources

PREVIOUS LOGO



UPDATED LOGO

