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

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

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 recources 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

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

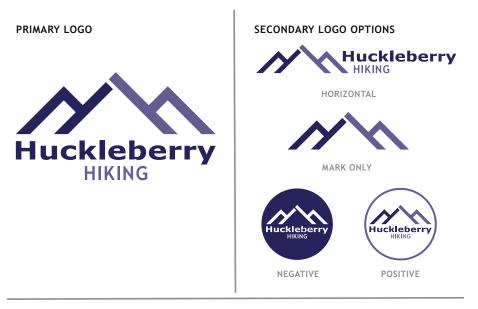
PRIMARY LOGO

HOLIDAY LOGO VARIATION



C C PCAKE CREATIONS

BRAND DESIGN CLIENT: Huckleberry Hiking



COLORS



Elise Creates, LLC - hello@elisecreates.com

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

