



BRANDING *pricing*



PACKAGE ONE

THIS PACKAGE

... will include each logo variant in each colour + file type listed.

LOGO VARIANTS:

Main Logo
Alternate / Workmark
Symbol

FOR EVERY BRAND YOU WILL NEED DIFFERENT VARIATIONS OF YOUR LOGO FOR DIFFERENT ITEMS.

COLOURS:

Full Colour
Dark/Black
Light/White

MOST OFTEN THE FULL COLOUR LOGO WILL BE YOUR GO TO, BUT YOU NEVER KNOW WHEN THE BLACK AND WHITE VERSIONS WILL COME IN HANDY.

FILES:

JPEG
PNG
AI

EACH FILE TYPE IS NECESSARY FOR DIFFERENT PURPOSES. FOR EXAMPLE, A TRANSPARENT BACKGROUND MIGHT BE NEEDED FOR YOUR BUSINESS CARD AND SO THE PNG FILES WILL BE YOUR GO TO!

STYLE SHEET:

Colour Codes
Font Names
Logo Examples

If you have provided the following, they may be included as well.

Symbol
Vibe
Scent
Texture
Accents
Plants
Visuals
Slogan

A STYLE SHEET IS THE FULL LOW DOWN ON WHAT YOUR BRAND ENCOMPASSES. AN EASY PLACE TO FIND THE DETAILS YOU MAY NEED WHEN YOU GO TO BUILD YOUR WEBSITE, SOCIAL PLATFORMS OR BRAND YOUR INVOICES.





PACKAGE ONE

THE PROCESS

- > INQUIRY CALL
- > QUOTE
- > LET'S GO!

UP TO 3 BLACK+WHITE PROOFS

This would be a black and white mock-up of a potential logo. You will receive 4 that you can choose 1 of to move forward with

UP TO 2 ROUNDS OF EDITS

Using the mockup you chose we can do two rounds of edits. *this may not include a redraw.*

UP TO 3 COLOUR OPTIONS

After your two rounds of edits we should be at the point of the final design so lets add some colour!! You will be provided with 4 colour options to choose from.

UP TO 2 ROUNDS OF COLOUR EDITS

Using the colour scheme that you choose to go with, you can tweak the way it is presented a total of two times to find the perfect mix.

1 EDIT OF LOGO VARIANTS

Once a colour scheme is chosen for your combomark logo, I will do up the logo variants which will be based off this design. You will then be able to make one round of brief edits to the logo variants.

INVESTMENT: \$300

***anything not listed will be billed out hourly*



PACKAGE TWO

THIS PACKAGE

... will include each logo variant in each colour + file type listed.

LOGO VARIANTS:

Main Logo
Alternate / Workmark
Symbol

FOR EVERY BRAND YOU WILL NEED DIFFERENT VARIATIONS OF YOUR LOGO FOR DIFFERENT ITEMS.

COLOURS:

Full Colour
Dark/Black
White
Solid Accent colours (symbol)

MOST OFTEN THE FULL COLOUR LOGO WILL BE YOUR GO TO, BUT YOU NEVER KNOW WHEN THE BLACK AND WHITE VERSIONS WILL COME IN HANDY.

FILES:

JPEG
PNG
EPS
AI
PDF

EACH FILE TYPE IS NECESSARY FOR DIFFERENT PURPOSES. FOR EXAMPLE, A TRANSPARENT BACKGROUND MIGHT BE NEEDED FOR YOUR BUSINESS CARD AND SO THE **PNG** FILES WILL BE YOUR GO TO!

STYLE SHEET:

Colour Codes
Font Names
Logo Examples
VISUALS

If you have provided the following, they may be included as well.

Symbol
Vibe
Scent
Texture
Accents
Plants
Slogan

A STYLE SHEET IS THE FULL LOW DOWN ON WHAT YOUR BRAND ENCOMPASSES. AN EASY PLACE TO FIND THE DETAILS YOU MAY NEED WHEN YOU GO TO BUILD YOUR WEBSITE, SOCIAL PLATFORMS OR BRAND YOUR INVOICES.

SOCIAL ICONS

Facebook, Instagram, Google

TO ADD SOME PERSONALITY TO YOUR BRANDING!





PACKAGE TWO

THE PROCESS

- > INQUIRY CALL
- > QUOTE
- > LET'S GO!

UP TO 3 BLACK+ WHITE PROOFS

This would be a black and white mock-up of a potential logo. You will receive 6 that you can choose 1 of to move forward with.

UP TO 3 ROUNDS OF EDITS

Using the mockup you chose we can do three rounds of edits. *this will not include a redraw.*

UP TO 3 COLOUR OPTIONS

After your two rounds of edits we should be at the point of the final design so lets add some colour!! You will be provided with 4 colour options to choose from.

UP TO 2 ROUNDS OF COLOUR EDITS

Using the colour scheme that you choose to go with, you can tweak the way it is presented a total of two times to find the perfect mix.

UP TO 2 EDITS OF LOGO VARIANTS

Once a colour scheme is chosen for your combomark logo, I will do up the logo variants which will be based off this design. You will then be able to make one round of brief edits to the logo variants.

INVESTMENT: \$475

***anything not listed will be billed out hourly*