

# Brand & Marketing Foundational Development Price Sheet

Both packages begin by defining your **brand difference** and **value proposition**, then crafting your **messaging framework**.

## Package 1: \$7,750

### LOGO DESIGN

- Digital input session to discuss visual direction for the logo
- 1 fully-refined logo design
- 2 rounds of revisions
- Final logo files for up to 5 variations (tall/stacked/mark/tagline/etc.)
- Brand Sheet that compiles logo variations, color assignments, font assignments

### WEBSITE\*

- Digital input session to discuss visual direction and content for the website
- Single-page, designer SquareSpace website with up to 8 panels/sections
- Writing to refine provided content

### BUSINESS CARD

- 1 design concept shown with various printing options/prices
- 2 rounds of revisions
- Set up of final artwork & print coordination for up to 3 people

### MAILCHIMP OR CONSTANT CONTACT NEWSLETTER TEMPLATE

- Creation of a branded header/footer to use in your email platform
- 2 rounds of revisions

## Package 2: \$10,750

### LOGO DESIGN

- Digital input meeting to discuss visual direction for the logo
- 1 fully-refined logo design shown in the context of a beautiful mood board demonstrating custom visual elements that would make up your unique brand
- 2 rounds of revisions
- Final logo files for up to 5 variations (tall/stacked/mark/tagline/etc.)
- Export of branded assets that were created for the mood board (textures, patterns, icons, etc)
- Brand Sheet that compiles logo variations, color assignments, font assignments

### WEBSITE\*

- Digital input meeting to discuss visual direction and content for the website
- 3-5 page, designer SquareSpace website
- Writing to refine provided content

### BUSINESS CARD

- 2 design concepts shown with various printing options/prices
- 2 rounds of revisions
- Set up of final artwork & print coordination for up to 3 people

### MAILCHIMP OR CONSTANT CONTACT NEWSLETTER TEMPLATE

- Build-out of a branded template in your email platform account, to include a custom header / footer and up to 4 different layout sections of styled content.
- 2 rounds of revisions

Out-of-the-box functionality only. Incorporating additional features like booking calendars, e-commerce, 3rd-Party APIs, members-only areas, etc, will be extra.