

BRAND AID

BRAND MARK AND IDENTITY DEVELOPMENT FOR ESTABLISHED VENTURES

WHAT IT IS:

Congratulations! You've built a successful enterprise. But you've grown, things have changed and your brand may be holding you back. Maybe it's time to ramp up your recognition factor, extend a revitalized brand across your product line or transform your web site into a powerful branded platform.

Brand Aid is a menu of services that we personalize for each client. It's a fresh look at where you are and what your brand is saying behind your back. Unleash the original and authentic power of you with a comprehensive brand that speaks even when you're not saying a word.

BRAND AID SERVICE MENU:

- Brand mark re-design
- Apply brand re-design to business package: letterhead, cards & envelopes
- Extend brand re-design to products
- Apply brand re-design to marketing materials (digital or print)
- Apply brand re-design to existing web site
- Assess key messages and content for brand congruency

WHAT'S NOT INCLUDED:

- Airfare & travel to client meetings
- Original photography or stock license fees
- Music license fees
- Postage and shipping
- Additional boarded mock-ups

REQUIREMENTS:

- Single contact source for all client communication
- Monthly billing paid by the 15th of each month
- Billing cycle runs as scheduled in spite of client-driven delays
- Email notification of project specification changes or additional project requests

FEE:

Beginning at \$20,000 billed over four months at \$5,000 each.
The first month is due in order to begin work.

Our clients tell us that we're worth every penny they invest in us. Perhaps that's because we invest so much of ourselves in our clients. Yes, good creative costs money. But look at it this way. Bad design and a weak brand will cost you much, much more.