

BRAND MARK AND IDENTITY DEVELOPMENT FOR NEW VENTURES

WHAT IT IS:

Call it a logo, a mark or a symbol. It's the visual shorthand that represents you, your company, and your cause. Brand is the placeholder of perception that stands for everything you are. It's the key to recognition and remembrance. Though image isn't everything, it is the first thing people see. That's reason enough to invest in the reality of you as reflected by your brand.

WHAT'S INCLUDED:

- Needs assessment
- Context and background research
- Concept development
- Brand mark design direction
- Color studies
- Brand application to business package: letterhead, cards & envelopes
- Delivery of final files
- Meetings and tele-conferences as needed to move the project forward
- Abbreviated style use guidelines

WHAT'S NOT INCLUDED:

- Airfare & travel to client meetings
- Set up and file prep for additional uses: signage, giveaway items, note cards, etc.
- 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:

\$10,000 billed over four months at \$2,500 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. But look at it this way. Bad design and a weak brand will cost you much, much more.