



THE TRILOGY PACKAGE

PERFECT FOR... small business owners and mid-sized companies! This package includes a full custom visual identity, stationery, social media launch imagery, and a full line of merchandise.

THIS PACKAGE INCLUDES...

Brand discovery session and client questionnaire

Pitch deck

- Project goals
- Mood boards
- Mission and values
- Competitive analysis

Full Brand Design + Library of Elements:

- Logo Suite: Primary Logo + Variations
- Submark / Watermark + Variations
- Favicon
- 2-3 Patterns / Textures
- 3 Custom Icons / Illustrative Elements
- Font System / Typography Suggestions
- Color Palette

Collateral pieces (4)

2 Stationery Items of Choice

Examples: business cards, note cards, letterhead, etc.

Mini brand style guide PDF

COST: \$850

Split into two equal payments of \$375, first payment required at the onset of the project.

POPULAR BRANDING ADD-ONS...

Custom icons - Set of 3 / \$50

Custom branded pattern - Set of 4 / \$75

Different patterns to use across different digital or print platforms

Social Media Launch Pack / \$80

A set of branded social media imagery (one image for each of your platforms, up to 5 total), one long copy description and one bio to use across all platforms, branded watermarks for video or photos.

OTHER CUSTOM MARKETING COLLATERAL

Quoted separately. Starting prices:

Postcard, Print Mailer, Brochure

Starting at \$50

Pricing guide, lookbook, course workbook, client welcome guide

2-4 pages: starting at \$225

5+ pages: starting at \$300

APPROX. TIMELINE: 4-5 weeks

REVISIONS: 2 rounds of refinement included for each phase of the project