



THE NOVEL PACKAGE

PERFECT FOR... small business owners and start-ups! This package has the essentials to help you start developing a cohesive, authentic, and impactful brand.

THIS PACKAGE INCLUDES...

Brand discovery session and client questionnaire

Pitch deck

- Visual direction
- Project goals
- Mood boards

One primary logo, one secondary logo (or co-brand)

Custom color pallet

Graphic elements tool kit

Custom icons - Set of 3

Collateral pieces (2)

NEED SOMETHING SPECIFIC THAT'S NOT INCLUDED?

I'm happy to customize your package with branding

*add-ons, so you get exactly what you need.

*additional time may be needed

APPROX. TIMELINE: 3-4 weeks

REVISIONS: 2 rounds of refinement included

COST: \$650

Split into two equal payments of \$275, first payment required at the onset of the project.

POPULAR BRANDING ADD-ONS...

Custom branded pattern - Set of 4 / \$75

Different patterns to use across different digital or print platforms

Stationery Design / \$80

Choose 2: business card, letterhead, or note card

Includes print prep

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