

# Brand Development Packages

Your brand is more than a logo. It shapes how customers perceive your business, builds trust, and creates consistency across every touchpoint. A strong brand helps you stand out, communicate clearly, and supports long-term growth.

## Why Branding Matters for Small to Mid-Size Businesses:



### Create a strong first impression

Your brand shapes how customers perceive your business from the very first interaction.



### Build trust & credibility

Consistent branding reinforces professionalism and reliability.



### Differentiate from competitors

A clear brand helps you stand out in crowded markets.



### Align your team & messaging

Strong branding creates clarity across marketing, sales, and communication.



### Support marketing & growth initiatives

A cohesive brand makes future marketing more effective and consistent.

## All Packages Include:

- Brand discovery & consultation
- Stakeholder input & research
- Audience & positioning considerations
- Visual identity recommendations
- Collaborative review & refinement
- Final brand asset delivery
- Usage guidance & recommendations

## The Challenge?

Many organizations evolve over time, leaving their brand inconsistent or unclear. A structured brand strategy helps align messaging, visuals, and positioning.

**That's where we come in.**

# Package Options

Brand timelines vary based on scope, collaboration, and stakeholder input. Brand development is a collaborative process that builds alignment over time. **Project scope and timeline vary based on complexity.**

## Brand Foundation

Starting at: \$2,000

- Brand discovery session
- Logo design concepts
- Brand color palette
- Brand typography guidelines
- Logo asset development
- One-page basic brand style sheet

*Best for: Organizations establishing a foundational brand identity.*

## Brand Refresh

Starting at: \$5,000

- Brand discovery & audience assessment
- Brand positioning & messaging direction
- Logo refinement or development
- Brand color palette & typography
- Visual identity recommendations
- Brand usage guidelines
- Templates for basic stationery

*Best for: Organizations refreshing or strengthening an existing brand.*

## Complete Brand Development

Starting at: \$12,000

- Brand discovery workshops & research
- Audience insights & positioning
- Brand architecture & messaging
- Complete visual identity development
- Logo asset development
- Brand book (not to exceed 60 pages)
- Templates for basic stationery

*Best for: Organizations building or redefining a comprehensive brand strategy.*



Some organizations require a more tailored approach. We can build a plan that aligns with your specific business goals & marketing priorities.

## Optional Add-Ons

Available with any package:

- Brand messaging and copywriting
- Brand rollout and implementation support
- Marketing collateral design
- Website brand alignment and updates
- Video storytelling to support your brand story

Pricing varies based on scope and complexity.

**Bring Your  
Brand  
To Life!**

