

# Business Branding Packages

Your visual brand is far more than your logo. Our business branding packages help you to create the right perceptions in the minds of your target customers and give you a brand that you're proud to shout about!

	Bronze	Silver	Gold
Initial <b>discovery call</b> to discuss your requirements (either telephone or Zoom)	✓	✓	✓
The option of a <b>face to face meeting</b> (if you're within a 30 minute drive)		✓	✓
<b>Logo design:</b>			
<b>Number of logo options</b> presented	Minimum <b>4</b>	Minimum <b>6</b>	Minimum <b>6</b>
<b>Amendments included</b> (further changes may be charged for)	2 rounds	Unlimited	Unlimited
<b>Social media profile image</b> and <b>variants of your logo</b> created (reversed colours/mono etc)	✓	✓	✓
Logos supplied in a <b>range of formats</b> (eps, jpeg, png, tif) so that you can easily use them as required	✓	✓	✓
<b>Full ownership</b> of your finished logo design	✓	✓	✓
<b>Brand Guide document to include:</b>			
Details of <b>fonts</b> used and recommended	✓	✓	✓
<b>Colour palette</b> offering flexibility and consistency beyond the colours used in your logo	✓	✓	✓
<b>'Tone of Voice'</b> establishing a style for the language used for your brand			✓
<b>Wider applications:</b>			
Design and artwork of your <b>business card and letterhead</b> (excludes print fees)		✓	✓
<b>Social media headers</b> created			✓
Example <b>brochure cover</b> created, setting a template style for literature design			✓
If an item included within a package isn't something you think you'd require we're happy to discuss suitable alternatives – e.g. a flyer design or a social media post template in place of business card and letterhead designs.	£390 +VAT	£690 +VAT	£990 +VAT

Payment terms: 50% of the design and artwork fees are due in advance. The remaining 50% plus any amendment fees are due at the point that artwork is signed off, prior to final files being provided to you.