



Build your brand with logo design, strategy and style.



Logo Design and Branding Packages

Think bigger than a logo and grow your brand with strategic design and style.

PACKAGE 1

Lite

\$3780 +GST

A brilliant logo: the beginning of a great brand.

- Branding consultation
- Three unique logo concepts
- Concept refinement
- Specification sheet and logo files in a variety of formats

PACKAGE 2

Standard

\$5400 +GST

Refine your brand with brand strategy and design.

- Same as lite plus:
- Branding workshop
- Brand strategy including: brand architecture, brand positioning, brand personality, brand promise
- Two items of stationery

PACKAGE 3

Premium

\$8640 +GST

Brand strategy, design and complete control of style.

- Same as standard plus:
- Extended concept development
- Brand style guide including: logo rules, colour palette, visual style guidelines
- Full brand package

Now let's
take care
of the finer
details...

Branding Consultation

Fill in a branding questionnaire with a range of fun and challenging questions, then discuss your brand and with our creative director who will guide the design process to achieve your vision.

Logo Concepts

Our design team will brainstorm and develop a wide range of ideas in response to the design brief. As many as 100 ideas are thrown around and from this three strong unique concepts are presented. The premium package includes an extended allowance of concept ideation time to allow for enhanced creativity and uniqueness in your logo concepts.

Refinement

Logo concepts can be further developed and refined based on your feedback. One round of refinement is included. Additional concepts or refinement will be charged at a rate of \$135 +GST per hour.

Spec Sheet and Logo Files

Once the final design is approved you will be supplied with a logo specification sheet showing the logo colours and formats. Along with this the logo is provided in a range of file formats for all applications.

Stationery

To get you started our standard and premium packages include two items of stationery. Includes your choice of business card, letterhead, with compliments, envelope, sign, banner, or email signature.

Branding Workshop

The best brands have a crystal-clear vision of their market and positioning. Our in-depth 4-hour branding workshop will help you to clarify and focus your brand and ensure that our team is on board.

Brand Strategy

From the branding workshop a detailed brand strategy is developed. Tools we use include brand architecture, brand positioning statement, brand personality, and brand promise.

Brand Style Guide

A brand style guide will ensure that your brand always looks it's best, regardless of who is working on it. Control the look and feel of your brand and make sure that everyone is presenting it correctly.

Brand Package

Along with the brand style guide comes a comprehensive brand package. This includes your logo in various file formats, brand style guide, and brand assets such as images, fonts and other collateral.

Custom Packages Available

Have unique branding requirements? Need more concepts, additional brand collateral, or even market research? We're more than happy to work out a custom package to meet your needs.

Ready to get started?
Call or email now to
get cracking!