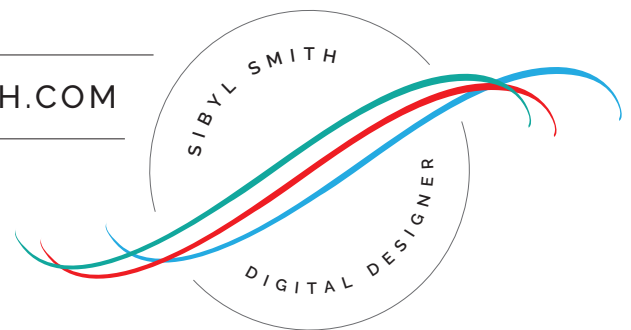


BRAND IDENTITY
ESTIMATE

BRAND IDENTITY
for REALTORS

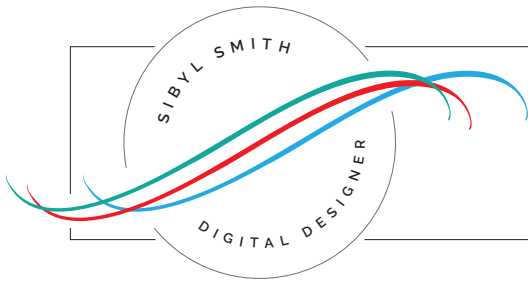
PREPARED FOR:
YOUR NAME HERE

WWW.SIBYLSMITH.COM



THE PROCESS OF FORMING
A BRAND IS THE RESULT
OF UNRELENTING PASSION,
not unending spin.

- JOHN MOORE, BRAND AUTOPSY



A WELL-CRAFTED BRAND IS YOUR BUSINESS'S MOST VALUABLE ASSET.

As a Realtor, your business's visual presence deserves special attention because it's what your potential customers are seeing before they even meet you. How are you reaching buyers through your branding? From social media, to mailers and signage, your branding and message are what help to set you apart and speak to clients who are looking for you. I am so excited about the opportunity to collaborate with you and help to create a visual identity that is cohesive, professional and shares your message.

BRAND IDENTITY PACKAGE INCLUDES:

- Initial consultation to discuss your needs and business's vision
- Branding proposal/contract
- Thorough questionnaire
- Unlimited brainstorming sessions
- Pinterest board collaboration
- Inspiration/mood board to establish mood and visual direction of your brand
- Core Values activity
- 3 logo concepts
- Polished final logo w/ variation and sub-marks
- Recommended color palette
- Recommended brand fonts pairings
- Tag line development assistance
- 8.5 x 11 printable style guide
- All logo files in desired file formats
- Business card design w/ printer recommendations
- Letterhead, envelope & return label design w/ printer recommendations
- Brand photo shoot direction and assistance
- Pop-By Calendar/Planner for the year
- Stationery design
- Social media banners and profile icons for Facebook and Instagram
- For Sale Sign Design
- Directional Sign Design

BRAND BUILD-OUT ESTIMATE **\$4500**

8 - 12 week process - 2 payments: \$2250

ADDITIONAL BRANDING COMPONENTS:

Please inquire about pieces that you're interested in including in your experience but you don't see here.

(Media kits, social media design, fliers, specialty products, website design, landing pages, package design, hang tag design and appointment cards.)

Social Media Management: Social media design packages are also available that are consistent with branding visuals and messaging. The cost is estimated after our additional discussion, based on hourly rate of \$95.