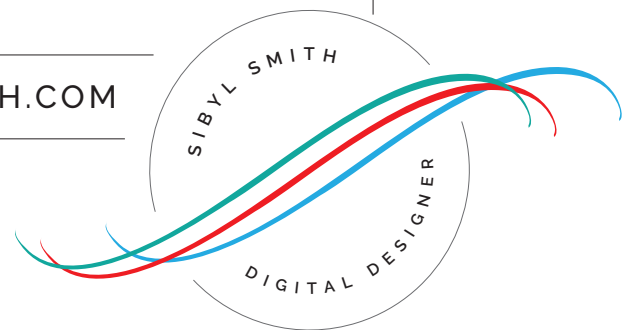


BRAND IDENTITY  
ESTIMATE

BRAND IDENTITY  
*for*  
**YOUR NAME HERE**

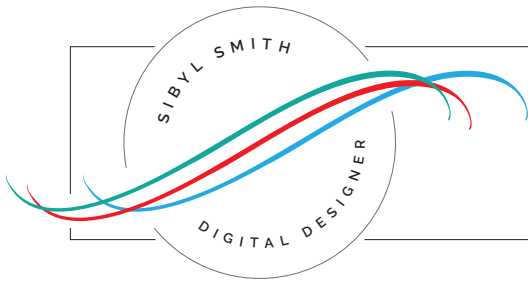
[WWW.SIBYLSMITH.COM](http://WWW.SIBYLSMITH.COM)



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.

The Brand Identity Package is a thorough branding experience for businesses who realize that they're highest purpose is to serve a specific audience. Through this comprehensive process, you'll explore how your business will accomplish more by establishing brand clarity first - and you will reach more customers because you've taken the time to create messaging that resonates with your target audience. Discovering what is driving your business helps to set the foundation for what comes next - the creation of the visual elements. From crafting your brand's messaging to the creation of your logo and all of it's variations, this process helps the business owner to delve into and discover what messages, passions and visions are driving the business so that the end product is perfectly representative the business's core foundations.

BRAND IDENTITY PACKAGE INCLUDES:

- Initial consultation to discuss your needs and business's vision
- Branding proposal/contract with timeline to map out your entire project
- Thorough questionnaire
- Core Values activity/assignment
- Unlimited brainstorming sessions
- Pinterest board collaboration to establish visual direction
- Inspiration/mood board to establish mood and visual direction of your brand
- 3 logo concepts
- Polished final logo w/ variation and sub-marks
- Recommended color palette
- Recommended brand font 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
- Downloadable Opt-in with strategy for your social media and website
- Stationery Design
- Social media covers, icons, buttons & banners for 3 social media accounts

**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.