



Packages & Services.

Audit.

The Audit is for organizations ready to take a pulse on their current brand.

You'll get:

A strategic survey to understand your business needs and goals

15-minute intake call

3-page report on your current brand identity

Final scorecard

3 - 5 recommendations

30-minute review call



Plus insider opportunities to level up through savings on additional services!

Takeaways:



Understand your brand's core strengths and weaknesses.



Explore opportunities for growth and untapped market positions that feel distinctively you.



Plan for brand longevity with insights that attract dream clients, and keep you ahead of the game.

Turnaround: 1 week

Total investment: \$ 800

Packages & Services.

Remodel.

The Remodel is for those with solid brand infrastructure in need of a visual refresh.

You'll get:

A strategic survey to understand your business needs and goals

30-minute intake meeting

2 - 3 update meetings

Final handover meeting

10+ new brand elements (right)

Brand transformation report

Detailed brand guidelines

Final assets in 4 formats

Final handover meeting

3 - 5 added recommendations

Plus ample time to strategize, collab, and revise, along with savings on additional services!

Your new brand includes:

2 moodboards*

1 - 2 core logos*

1 favicon

2 core fonts

4 - 6 colour palette*

2 social media templates (1 aspect ratio)

1 - 2 mockups (merch, stationary, etc.)

2 letterheads

**one revision incl.*

Takeaways:



Assets as functional and personal as they are beautiful.



A brand that is as distinctive, memorable, and credible as your organization.



An in-depth understanding of how to leverage each brand asset for maximum ROI.

Turnaround: 4 weeks

Total investment: \$ 2000

Packages & Services.

Overhaul.

The Overhaul is for any and everyone ready for an entirely new brand identity.

You'll get:

A strategic survey to understand your business needs and goals

30-minute intake meeting

Competitive analysis

4 - 6 update meetings

25+ new brand elements (right)

Brand overview presentation

Detailed brand guidelines

Final assets in 4+ formats

Final handover meeting



Plus ongoing brand & communications support to set you up for success!

Takeaways:



Pro copy and design assets built to last.



A strategic brand built to lead your industry.



Assets and tools to foster long-term success.

Your new brand includes:

Mission, Vision, Values & Positioning Statements*

3 - 5 Key messages*

3 Personas

3 moodboards**

2 core logos, 1 submark & 1 favicon**

2 - 3 core fonts

4 - 6 colour palette**

Up to 2 patterns*

4 - 6 design assets*

5 social media templates (up to 3 aspect ratios)*

5 mock-ups (product, marketing collateral, etc.)

Letterheads (2)

**one revision incl. **two revisions incl.*

Turnaround: 8 weeks

Total investment: \$ 4000

Compare Services.

<i>Services.</i>	Audit.	Remodel.	Overhaul.
<i>Strategic survey</i>	●	●	●
<i>Brand report</i>	●	●	●
<i>Final scorecard</i>	●	●	●
<i>Recommendations</i>	●	—	—
<i>Intake call</i>	●	●	●
<i>Update meetings</i>	—	●	●
<i>Final handover meeting</i>	●	●	●
<i>Brand guidelines</i>	—	●	● +
<i>Multi-format assets</i>	—	●	● +
<i>Moodboarding</i>	—	●	● +
<i>Logo design</i>	—	●	● +
<i>Favicon design</i>	—	●	● +
<i>Submark design</i>	—	●	● +
<i>Font selection</i>	—	●	● +
<i>Colour palette design</i>	—	●	● +
<i>Pattern design</i>	—	—	● +
<i>Other brand assets</i>	—	—	● +
<i>Social templates</i>	—	●	● +
<i>Letterheads</i>	—	●	●
<i>Mockups</i>	—	●	● +
<i>Core statements</i>	—	—	● +
<i>Key messages</i>	—	—	● +
<i>Buyer personas</i>	—	—	●
<i>Competitive analysis</i>	—	—	●
<i>Ongoing support</i>	—	—	●

Don't see what you're looking for?

Let's Talk

Extras & Add-ons.

Brand.

Brand strategy

Moodboarding

Visual direction

Logo design

Submark design

Favicon design

Visual identity systems

Brand guidelines

Mockups

Font selection & design

Colour palette design

Pattern design

Other brand assets

Internal & external templates

Letterheads

Mockups

Corporate stationary

Business card design

Signage & wayfinding

Website design elements

Sticker & merch design

Comms.

Communication strategy

Naming

Brand positioning

Taglines & slogans

Ideal buyer personas

Brand story development

Google analytics

Social media strategy

Copywriting & editing

Positioning statements

Key messages

Competitive analysis

Brand voice & tone

Communications audits

Blog & article writing

Newsletters & e-blasts

Press releases

Internal communications

Event packages

Brochures & flyers

Website UI wireframes