



## WHAT IS A BRAND?

It is the story that marks your company or business as unique.

## PROBLEM

We define your story and the problem your business solves.

## SOLUTION

Small book = 14 page (logo, color, typography, research)

Large book = 56 page (logo guides and full market research)

Create a Branding Guideline system that can be tested in the marketplace.

This system can be built into a complete brand identity.

This solution includes a remarkable color palette, and typography solution. Final files to be delivered in formats for print and digital screens. The branding system consists of the following:

## RESEARCH

1. Your target market audience.
2. Your competition.
3. Culture related to your business.

## GUIDE DESIGN

1. Create various layouts of photos and type, with logo.
2. 3 Variations presented...
3. Client chooses final guideline.

## DELIVERABLES

1. All research in PDF document. (audience, competition, culture)
2. Final Guideline book. (Digital & Print)
2. 1 Color palette, (CMYK, RGB) 2 typeface solutions. Custom Photography.

TOTAL = \$15k-30k