

Brand Visual Identity

Brand Essentials Package \$75

- Color palette
- Font pairings
- Partial visual style guide (overall tone + image direction)
- Social media visual direction (feedback on existing post)
- 2 revisions
- 2-3 page brand guide

Full Brand Identity Package \$125

- Expanded color palette
- Font pairings + usage
- Visual style guide
- Logo usage guide (using existing logo)
- Social media visual direction
- Social media post
- 3 revisions
- 5-6 page brand guide

Add-ons

- Logo refresh: \$50
- Full logo design: \$100
- Extra revision round: \$15
- Extra style guide page: \$15