

# brandstudio 猫

LOGO DESIGN + BRANDING



NEKO 猫 studios

FOLLOW THE NEKO    

# THE PACKAGES

LOGO DESIGN RATE: \$50/HR

## BLACK

REQUEST >

\$279+

- 3 Logo Design Concepts
- 2 Logo Layouts/Formats
- 2 Alternative Color Designs
- 2 Design Review Sessions
- 7 Free Revision Requests
- Color Specs & Fonts Guide

FREE FRONT-ONLY  
BUSINESS CARD DESIGN  
WITH YOUR NEW LOGO

## PURPLE

REQUEST >

\$799+

- 5 Logo Design Concepts
- 4 Logo Layouts/Formats
- 4 Alternative Color Designs
- 4 Design Review Sessions
- 27 Free Revision Requests
- Color Specs & Fonts Guide

FREE FRONT & BACK  
BUSINESS CARD DESIGN  
WITH YOUR NEW LOGO

LOGO FAMILY DESIGNS | \$50/HR  
Request logo designs for any SBUs  
under your business umbrella.

ALTERNATIVE COLORS | \$10/LOGO  
Get a flexible logo by alternating  
colors to compliment any medium.

# BRAND DEVELOPMENT

**SERVICE RATE: \$50/HR**



## SERVICES INCLUDED

- 2 Additional Logo Design Concepts
- 2 Additional Design Review Sessions
- Brand Tagline Development
- Brand Voice Development
- Brand Color Palette Exploration w/Mood Boards
- Branded Visual Content Mock-Ups
- Brand Management Guidelines

## HOW IT WORKS

You will be quoted based on your chosen logo design package and any add-ons you may have requested. The more extensive the logo design process, the more in depth the branding process.

Once the quote is approved, it will be added to the overall project total.

**Tagline & Brand Voice Development** will position your brand within your target market by creating a memorable catchphrase, slogan, or motto and an overall "brand personality" or "voice". **Color Palette Exploration** is the process of defining the perfect brand colors by looking into deeper meanings behind your brand. This will include the purpose, vision, business model, etc. **Mood Boards** are a type of collage consisting of images, text, and samples of objects in a composition that can be used to convey a general idea or feeling. These can greatly assist when developing that perfect color palette for your brand. **Branded Visual Content Mock-Ups** will give you a peek into the future of your brand by providing visuals of your logo on various mediums.