# brandstudio Logo DESIGN + BRANDING



## **NEK**Studios FOLLOW THE NEKO © (1) (1)

## THE PACKAGES

LOGO DESIGN RATE: \$50/HR

## <u>BLACK</u>



**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

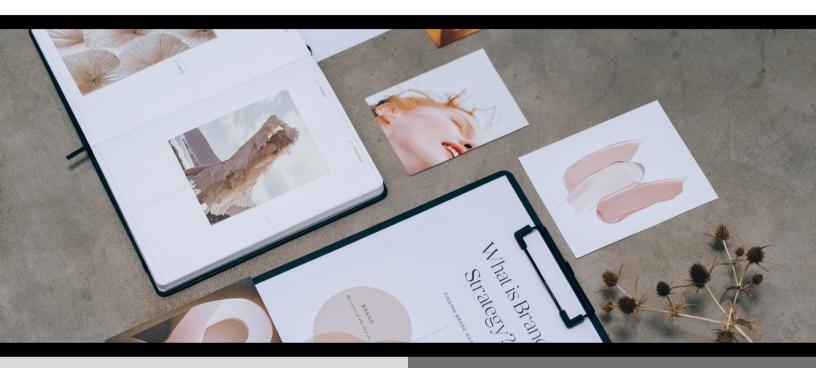
Request logo designs for any SBUs under your business umbrella.

#### 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.