

ciera DESIGN

BRAND IDENTITY PACKAGES

2022

CIERADESIGN.COM

THE SIMPLE BRAND IDENTITY PACKAGE

average timeline: 7-9 weeks

BRANDING QUESTIONNAIRE

Every logo design should begin with a discovery phase. This phase lays the foundation for the development of a meaningful design that targets your ideal audience.

BRAND INSPIRATION BOARD

This helps me to hone in on your brand's vision and direction. *I don't find a moodboard necessary for all clients, this step is completed on a case by case basis.*

CUSTOM LOGO DESIGN

Your logo is often your first impression, so you want to make a statement with it. I'll create a custom logo that attracts your people now – and still attracts them in years to come.

COLOR PALETTE AND TYPOGRAPHY

I'll develop the foundations of your brand identity from strong color palettes to complimentary typography.

BRAND BOARD AND FINAL FILES

Final files are delivered in both web and print file types along with a brand board PDF that pulls together all of your brand identity pieces in one page that's easy to reference at a glance.

INVESTMENT: \$1950

THE SIGNATURE BRAND IDENTITY PACKAGE

average timeline: 9-12 weeks

EVERYTHING FROM THE SIMPLE BRAND IDENTITY PACKAGE PLUS...

ALTERNATE LOGO OR CORRESPONDING SUB MARKS

From time to time it makes sense for a visual identity system to have an alternate logo or sub-mark. *Designed only if needed.*

PATTERN/TEXTURE SELECTIONS

Additional design elements that will give your branding depth and interest. They can be used in social media templates or the background of your website, for example.

DESIGNS FOR THREE SIMPLE MARKETING PIECES

Consistency is imperative for brand trust, and these designs will make sure you have it. Select three:

- Instagram promo graphic
- Newsletter header
- Postcard
- 1 sided flyer/price sheet
- Blog post image graphic
- Thank you note/card
- Sticker
- Business card

INVESTMENT: \$2950

all pricing and project details are subject to change | pricing is a quote only | services are not limited to the list above

BRAND IDENTITY EXPANSION

average timeline: 5 weeks

ALREADY HAVE A STRONG LOGO, BUT NEED TO TAKE YOUR IDENTITY TO THE NEXT LEVEL? BEING COHESIVE AND CONSISTENT ACROSS ALL PLATFORMS IS KEY TO BUILDING TRUST WITH YOUR CUSTOMERS.

BRANDING QUESTIONNAIRE

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INVESTMENT: \$750

INSTAGRAM AUDIT

average timeline: 2 weeks

DON'T DEVOTE ANY MORE TIME TO A PLATFORM THAT
ISN'T HELPING YOUR BOTTOM LINE. TELL ME YOUR GOALS
AND I'LL GIVE YOU TIPS BASED ON THE FOLLOWING
CATEGORIES TO MAKE YOUR STRATEGY MORE EFFECTIVE.

PROFILE/BIO

AESTHETICS/BRANDING

CAPTIONS/VOICE

HASHTAGS

HOW TO SELF-EVALUATE YOUR
ENGAGEMENT AND ANALYTICS

INVESTMENT: \$350

INSTAGRAM VISIONING

average timeline: 3 weeks

**WHEREVER YOUR CUSTOMERS ARE, YOU SHOULD BE, TOO!
BEING COHESIVE AND CONSISTENT ACROSS ALL PLATFORMS
IS KEY TO BUILDING TRUST WITH YOUR CUSTOMERS.**

EVALUATE CURRENT CONTENT

SUGGESTED POST TOPICS

VISUAL MAP OF 9 IDEAL POSTS

HASHTAG RESEARCH

2 BRANDED TEMPLATES (IF NEEDED)

RECOMMENDED TOOLS + NEXT STEPS

INVESTMENT: \$750

*At the end of our visioning work, you'll be ready to confidently tackle
Instagram on your own or with the help of a social media manager.*

PINTEREST VISIONING

average timeline: 5 weeks

PINTEREST IS ONE OF THE EASIEST WAYS TO DRIVE TRAFFIC TO YOUR WEBSITE. LEARN HOW MARKETING ON PINTEREST CAN HELP YOU GROW YOUR BUSINESS, CONVERT MORE LEADS, AND IMPROVE YOUR WEBSITE TRAFFIC.

EVALUATE CURRENT CONTENT

EDUCATION (GROUP BOARDS, TRIBES, PINTEREST SEO, ETC.)

BOARD BRAINSTORM

CONTENT STRATEGY

2 BRANDED TEMPLATES (IF NEEDED)

RECOMMENDED TOOLS + NEXT STEPS

INVESTMENT: \$950

At the end of our visioning work, you'll be ready to confidently tackle Instagram on your own or with the help of a social media manager.

THE DESIGN PROCESS

1

We'll collect inspiration together and then I'll compile into a moodboard if needed.

2

Design Round 1

Using the information you provided and the inspiration we have collected, I'll design and present you 1-3 logo options.

3

You'll choose the option you like best and compile feedback (if needed).

4

Design Round 2+3

I'll refine the logo and make changes over two rounds.

5

Upon final payment, you will receive a PDF of the brand guidelines + web and print files of the final logo.

6

Next, we'll move on to the other items to make your brand cohesive (stationery, web site, social media, etc).

ciera DESIGN



CIERA HOLZENTHAL

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