

FULL BRANDING PACKAGE - £595 | \$905

BRAND DEVELOPMENT

- RESEARCH: Definig core values, brand's story, competition, unique competitive advantages, target audience and how will it benefit from the product or service offered.

CONCEPT DEVELOPMENT

- FOUR LOGO MOCKUPS: You will receive four design mockups presented on a single sheet so you can easily compare (and print) them. Mockups include three rounds of revisions per set of four designs (gives up to 12 revisions).
- BRANDING BOARD MOCKUP: You will receive a mockup of your branding board with reference pics, font details, one custom pattern, one custom set of social media icons, colour palette and submark. Board includes one round of revisions per board.
- TWO SUBMARK MOCKUPS: You will receive two submark mockups. Includes two rounds of revisions per set of two designs.
- TWO BUSINESS CARD MOCKUPS: You will receive two double sided mockpus (4 images total). Includes two rounds of revisions per set of four. Additional business card names and contact details can be purchased separately.
- TWO LETTERHEAD MOCKUPS: You will receive two letterhead design mockups (2 sheets). Includes two rounds of revisions per set of two designs.
- TWO STICKER MOCKUPS: You will receive one round and one other shape of your choice sticker mockups. Includes two rounds of revisions per set of two.
- ONE SET OF FACEBOOK BRANDING DESIGNS MOCKUP: You will receive one profile picture design and one cover image design. Includes one round of revisions per set of two designs.
- ONE SET OF TWITTER BRANDING DESIGNS MOCKUP: You will receive one profile picture design, one background design and one header image design. Includes one round of revisions per set of three designs.

EXECUTION (Final designs you will receive)

- BRAND INFORMATION: A PDF containing information about your competition and advantages, target audience.
- 3D BRANDING VISUALISATION: One realistic 3D mockup in .jpg format showing your logo design.
- LOGO DESIGN: One .jpg file, one transparent background .png file, one black & white .png file, one .eps file.
- WATERMARK: One white and one black .png files.
- SUBMARK DESIGN: One .jpg and one .png file of each submark.
- LOGO VARIATION: One .jpg and one .png of a logo variation (for example no tagline).
- BRANDING BOARD: One .jpg file of a branding board with colour information in RGB, CMYK, HEX; reference images, font preview, social media icons, pattern, logo variation and submarks.
- ONE PATTERN DESIGN: One .eps and one .jpg file of one pattern design.
- BUSINESS CARD DESIGN: One print ready PDF file.
- LETTERHEAD DESIGN: One print ready PDF file.
- STICKER DESIGN: One print ready PDF file.
- FACEBOOK BRANDING: One .jpg cover image file, one .jpg profile pic file.
- TWITTER BRANDING One .jpg profile pic file, one .jpg background design file, one .jpg header image file.
- 4 SOCIAL MEDIA ICONS: Four icons in .png format.
- INFORMATION ABOUT FORMATS: PDF describing each provided format and when to use it.

LOGO DESIGN PACKAGE - £245 | \$371

CONCEPT DEVELOPMENT

- FOUR LOGO MOCKUPS: You will receive four design mockups presented on a single sheet so you can easily compare (and print) them. Mockups include three rounds of revisions per set of four designs (gives up to 12 revisions).
- BRANDING BOARD MOCKUP: You will receive a mockup of your branding board with reference pics, font details, one custom pattern, one custom set of social media icons, colour palette and submark. Board includes one round of revisions per board.
- TWO SUBMARK MOCKUPS: You will receive two submark mockups. Includes two rounds of revisions per set of two designs.
- ONE SET OF FACEBOOK BRANDING DESIGNS MOCKUP: You will receive one profile picture design and one cover image design. Includes one round of revisions per set of two designs

EXECUTION (Final designs you will receive)

- LOGO DESIGN: One .jpg file, one transparent background .png file, one black & white .png file, one .eps file.
- WATERMARK: One white and one black .png files.
- SUBMARK DESIGN: One .jpg and one .png file of each submark.
- LOGO VARIATION: One .jpg and one .png of a logo variation (for example no tagline).
- BRANDING BOARD: One .jpg file of a branding board with colour information in RGB, CMYK, HEX; reference images, font preview, social media icons, pattern, logo variation and submarks.
- ONE PATTERN DESIGN: One .eps and one .jpg file of one pattern design.
- 4 SOCIAL MEDIA ICONS: Four icons in .png format.
- FACEBOOK BRANDING: One .jpg cover image file, one .jpg profile pic file.
- INFORMATION ABOUT FORMATS: PDF describing each format and when to use it.

ONE LOGO DESIGN - £180 | \$272

CONCEPT DEVELOPMENT

- THREE LOGO MOCKUPS: You will receive three design mockups presented on a single sheet so you can easily compare (and print) them. Mockups include two rounds of revisions per set of three designs.
- BRANDING BOARD MOCKUP: You will receive a mockup of your branding board with reference pics, font details, one custom pattern, one custom set of social media icons, colour palette and submark. Board includes one round of revisions per board.

EXECUTION (Final designs you will receive)

- LOGO DESIGN: One .jpg file, one transparent background .png file, one black & white .png file, one .eps file.
- LOGO VARIATION: One .jpg and one .png of a logo variation (for example no tagline).
- BRANDING BOARD: One .jpg file of a branding board with colour information in RGB, CMYK, HEX; reference images, font preview, social media icons, pattern, logo variation and submarks.
- ONE PATTERN DESIGN: One .eps and one .jpg file of one pattern design.
- 4 SOCIAL MEDIA ICONS: Four icons in .png format.
- INFORMATION ABOUT FORMATS: PDF describing each format and when to use it.

BRANDING ADD-ONS

BUSINESS CARD DESIGN (DOUBLE SIDED) - £60 | \$93

You will receive two double sided mockups (4 images total). Includes two rounds of revisions per set of four. Additional business card names and contact details can be purchased separately (10% of the total price). You will receive a print ready PDF file. Required: size information or printer's website url.

LETTERHEAD DESIGN - £60 | \$93

You will receive two letterhead design mockups (2 sheets). Includes two rounds of revisions per set of two designs. Final design comes as one PDF file.

STICKER / LABEL DESIGN - £60 | \$93

You will receive one round and one other shape of your choice sticker mockups. Includes two rounds of revisions per set of two. Final design comes as one PDF file.

SUBMARK DESIGN £60 | \$93

You will receive two submark mockups. Includes two rounds of revisions per set of two designs. Final design comes as one PDF file. Required: your logo design in .eps or .ai format.

WATERMARK DESIGN - £25 | \$39

You will receive two watermark mockups. Includes two rounds of revisions per set of two designs. Final design comes as one white .png file and one black .png file. Required: your logo design in .eps or .ai format.

FACEBOOK BRANDING - £25 | \$39

You will receive one profile picture design and one cover image design. Includes one round of revisions per set of two designs. Final designs come as one .jpg cover image file, one .jpg profile pic file.

TWITTER BRANDING - £25 | \$39

You will receive one profile picture design, one background design and one header image design. Includes one round of revisions per set of three designs. Final designs come as one .jpg profile pic file, one .jpg background design file, one .jpg header image file.

PATTERN DESIGN - £25 | \$39

You will receive two pattern mockups. Includes two rounds of revisions per set of two designs. Final design comes as one .eps and one .jpg file. Required: your logo design in .eps or .ai format. (for logo-based patterns).

BRAND DEVELOPMENT - £350 | \$540

Defining core values, brand's story, competition, unique competitive advantages, target audience and how will it benefit from the product or service offered. Includes 10 hours of research work. Comes as PDF document.

ADDITIONAL INFORMATION

All prices quoted in GBP and USD include 20% tax. All USD prices are approximated and subject to currency conversion rates on the date of your purchase.

After your order is placed you will receive my design questionnaire which contains basic questions including brand name and references. If you purchased One Logo Design or Logo Design Package you will be also asked to provide details about your competitors and target market as well as describe your unique competitive advantages. If you can't provide such information I recommend purchasing Brand Development as well (see the ADD ONS page).

Additional formats of each completed design and fonts are available upon request, please contact me for a quote.

Label, sticker, letterhead, business card design orders require providing print size information or printer's website url.

All .jpg and .png files will be provided in both 72DPI (computer) and 300DPI (print) resolution in RGB format.

All label, sticker, letterhead and business card design files will be provided in 300DPI CMYK (print) format.

CD with your design files is included in every website design package.