



# BRANDING *your* BUSINESS

a guide to building a beautiful brand with sage paper co.

photo by previous branding client, Megan Kerns Photography

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# YOUR VISION *matters*

why it's important to invest in  
building a beautiful brand:

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First impressions matter. Whether you are just starting your business or you've been running your company for years, it's important to make a memorable impression on your clients from the moment they see your logo online, to the moment they have a piece of your work in their hands. Building a business isn't just about your product or service, it's about the emotions and environment you create with your brand. If you aren't presenting a high-end brand, you won't attract high-end clientele. It's as simple as that.

What drives your work? What inspires your vision? How do you want your ideal clientele to describe you? These are vital questions to be asking yourself when building your business. Maybe you've answered them already, but now you're unsure of how to infuse them into your business. That's where we come in.

Our passion and purpose at Sage Paper Co. is to bring your beautiful vision to life. To infuse your brand with authenticity and individuality. To boost the quality of your business so that you can, in-turn, attract quality clients. We will work closely with you every step of the way. First, we'll pull together images that inspire you. Then we'll translate this vision into a timeless logo and style guide. And lastly, we'll create a portfolio of branded marketing and packaging collateral so that you can share your brand with the world.

So, are you ready to take a leap forward with us and build the business you've been dreaming of?

photo by Forage + Film

# PACKAGE *one*

## “The Refresh” – \$750 investment

*Have you been starting to feel like you’ve outgrown your current brand image? Is it time to hit “refresh” and boost your brand to match your current vision? This package was designed with you in mind! Here is what we have in store for you:*

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### BRANDING CONSULTATION

30-60 minute branding brainstorm session over the phone\*  
*\*added to design calendar once 50% deposit has processed.*

### BRAND BOARD

Customized style guide that includes your logo + submark, brand fonts, color palette, and original pattern/texture created using elements from your branding + logo.

Pattern/texture will be designed in a 10x10" .jpg format.

### LOGO + SUBMARK

3 initial logo + submark concept sketches

One round of revisions\*  
*\*additional rounds \$25 each*

One final logo design provided in multiple file formats\* (.jpg, .tiff, .png, .eps),  
*\*includes complimentary file usage guide*

+ Optional vectorized logo and submark version, additional \$100 each

# PACKAGE *two*

“The All-Inclusive” – \$1,750 investment

*Are you hoping to make a memorable first impression with your business? Have you been dreaming of an all-inclusive brand image - from the moment a hopeful client sees your logo online to when they excitedly hold a piece of your work in their hands? This package was designed with you in mind!*

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## PRINTED ACCESSORIES

Design of business card + branded stationery (folded or flat card + envelope)

## PACKAGING + MARKETING

*Choice of:*

Client Experience Pieces (*services guide, gift accessories, labels, etc.*)

Retail Packaging (*tags, ribbon, etc.*)

Marketing Collateral (*advertisement, rack card, postcard, etc.*)



# PRODUCTION

## *offerings*

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Interested in working with us to produce your branded stationery and marketing collateral? We will happily coordinate with some of the best sources in the industry to produce quality pieces for you. Print + production methods available to you include (but are not limited to) the following:

*Flat or Offset Printing*

*Letterpress Printing*

*Foil Printing/Stamping*

*Blind Embossing*

*Die-Cutting*

*Labels*

*Stickers*

*Ribbon*

*Tags*

*Wax Seal Stamp*

*Double-Thick Cardstock*

*Edge-Painting*

Please note: printing cost is not included in attached package pricing. Printing consultations are available for \$150.



*photo by Forage + Film*

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# PAST WORK: *logo design*

some favorite designs from previous branding clients



*Megan Kerns*  
*photography*



*pretty* IN THE PINES



KELSEY NELSON  
*photography*

