

INVESTMENT



Investment Guide
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Revolutionary Branding

INVESTMENT



"The serious revolutionary, like the serious artist, can't afford to lead a sentimental or self-deceiving life." -Adrienne Rich

BRANDING PROJECT

INVESTMENT *Guide*

EVERYTHING YOU NEED TO KNOW
TO MAKE A CONFIDENT DECISION



2024-2025
REVOLUTIONARY-BRANDING.COM



REVOLUTIONARY

— BRANDING —

SERVING CLIENTS WORLDWIDE
FROM NEW YORK AND IOWA
SINCE 2012

 [REVOLUTIONARY-BRANDING.COM](https://revolutionary-branding.com)
 REVOLUTIONARYBRANDING@GMAIL.COM

Hello.

Revolutionary Branding is a small but mighty branding studio founded by a pair of seasoned branding professionals who wanted to do things differently. We partner with established businesses to help them strategically tell their story through voice and visuals.

It all started back in 2012 when...

We saw far too many entrepreneurs struggling to make it. And not because their idea was bad. Most of the time it was because they simply weren't relatable.

Maybe their brand didn't feel consistent or authentic. Maybe their graphics looked like everyone else's. Maybe their brand voice was inconsistent or unremarkable. Maybe they didn't come off as professional as they could have because things felt patch-worked together. Whatever the reason, they were invisible.

They needed a presence. Something powerful enough to captivate their ideal customers and compel them to take action. So we did something about it.

Revolutionary Branding was founded on the principles of authenticity. In a world where everyone is trying to fit in, being different is revolutionary.

Now, let's see about building you a remarkable brand.



This IS US

OUR STORY

With a combined total of over four decades in small business ownership and hundreds of clients between us, we've come together to collaborate on creative branding projects for years.

While we each currently operate our own, individual studios, we combine our talents here under the umbrella of Revolutionary Branding to bring you a complete brand presence that's second to none.

If you'd like to learn more about us, how we work, and why we started this venture in the first place, click the button and we'll give you a ride to the website.

[LEARN MORE](#)



MELISSA BOLTON

Brand Therapist®

Melissa Bolton is a Brand Therapist® specializing in brand voice and messaging. She handles the internal branding, idea conceptualization, and copy.



CATHERINE HAUGLAND

Graphic Designer

Catherine Haugland is a visual branding expert and professional graphic designer. She creates the illustrations, logos, and all of our unique and captivating designs.

A happy client said: "You know your branding team got it right when you see your new brand and begin to cry tears of joy. Thank you!"

Our SERVICES

The Big Idea

Your Revolutionary Branding experience promises to deliver a presence that's as comprehensive as as it is unique. All projects include a captivating visual identity paired with a relatable brand voice. Both work together to showcase your brand's authentic personality, represent your brand's values, attract your target audience, and tell your story.

The Packages

To keep things simple and streamlined, we offer two main packages. Each includes all the basics of a well-appointed, professional, and complete brand presence. You'll find the details of each of them on the pages to follow.

A La Carte Menu

Every brand is unique with it's own needs, so if you find you need a little something to enhance your selected package, we offer a variety of optional add-ons you can choose from. These elements are as-needed and individually priced, so you can create the brand experience that works best for you. Optional project add-ons and enhancements include, but are not limited to:

Brand Voice

- Brand Messaging Guide (custom copy elements in your brand voice)
- Website Copywriting (your web pages drafted for you)
- Business and Personal Taglines
- Brand Naming
- Product and Service Naming
- Product and Service Descriptions
- Individualized Consulting
- and more

Brand Visuals

- Hand Drawn Illustrations
- Custom Backgrounds and Patterns
- Print Collateral (like business cards, brochures, postcards, etc.)
- Packaging Design
- Website Design (Coming Soon)
- and more

INQUIRE FOR AVAILABILITY AND A PERSONALIZED PROPOSAL.

The Edit

A Quick Brand Refresh

INVESTMENT: 2200
TURNAROUND: 1-2 WEEKS

THIS PACKAGE IS FOR YOU IF:

01. You're an established business is in need of a quick brand design refresh and some personalized brand voice guidelines to showcase your brand persona and support future growth.
02. Your timeframe and budget are tight, but your aspirations are high. You're in search of a cohesive brand, but aren't quite ready for the time or financial investment of custom work.

With this package, you'll receive the following branding elements to help showcase your unique persona and bring your story to life:

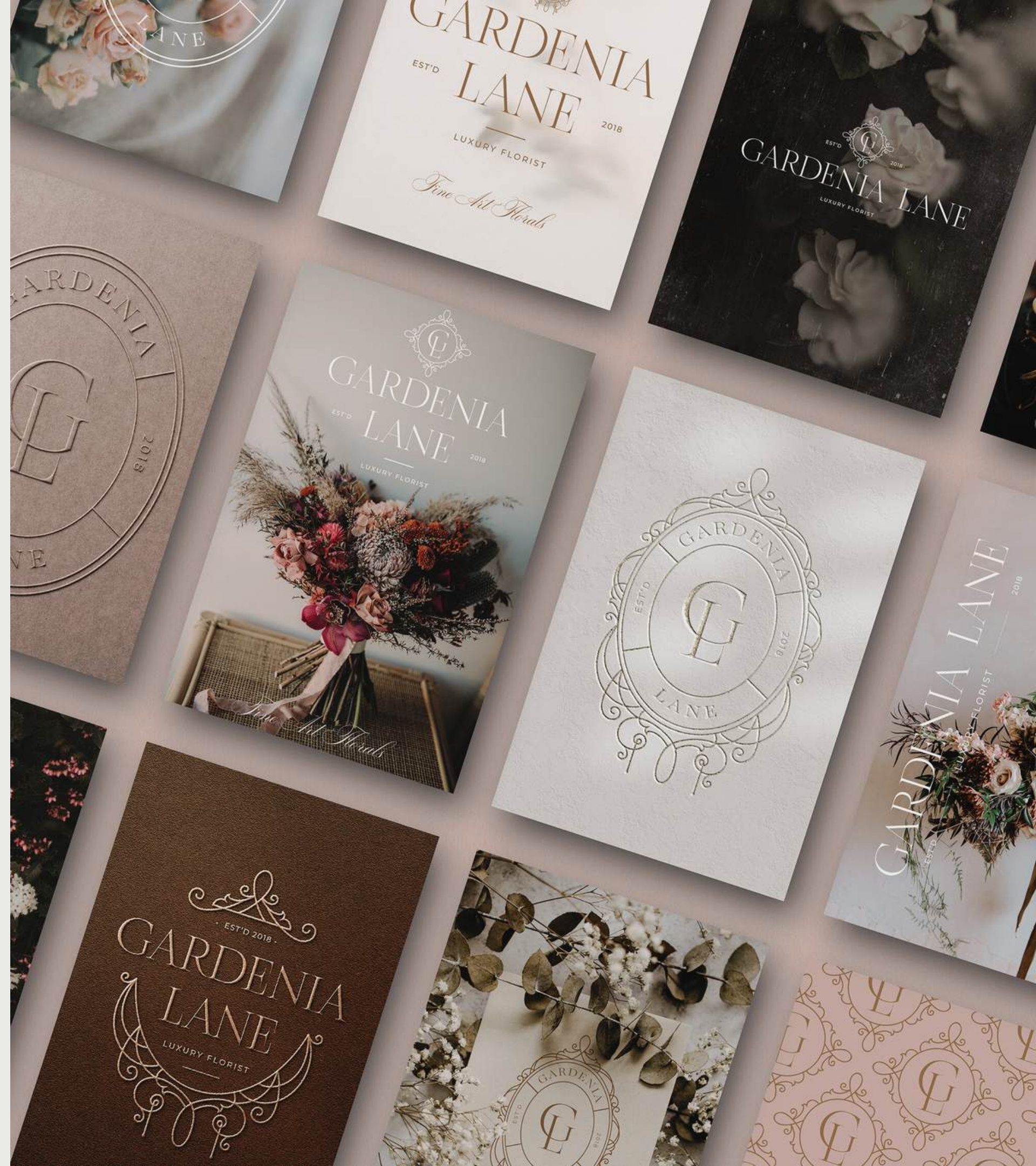
VOICE

- BRANDING BRIEF
- CORE VALUES
- BRAND ATTRIBUTES
- BRAND ARCHETYPES
- BRAND TONE
- WORD BANK
- READABILITY AND RHYTHM
- STYLISTIC CHOICES
- MINI BRAND VOICE GUIDE

VISUALS

- LIMITED EDITION LOGO SUITE OF YOUR CHOICE
- SEMI-CUSTOM PRIMARY LOGO
- SEMI-CUSTOM SECONDARY LOGO
- SEMI-CUSTOM SUBMARK
- SEMI-CUSTOM MONOGRAM
- SEMI-CUSTOM TAGLINE ELEMENT
- PRE-DESIGNED PATTERN DESIGN
- CUSTOM COLOR PALETTE
- MOODBOARD
- BRAND PRESENTATION
- A SINGLE ROUND OF REVISIONS

BOOK IT





The Signature

A Complete & Custom Rebrand

INVESTMENT: 4200
TURNAROUND: 2-4 WEEKS

THIS PACKAGE IS FOR YOU IF:

01. You're an established brand in need of a full suite of polished branding elements customized for you, and a personalized brand voice profile to help you stand out in your industry.
02. You've got a little more time and capital to dedicate to the intentional development of your brand, and are seeking an exclusive design and a more personal experience overall.

With this package, you'll receive the following custom branding elements:

VOICE

- BRANDING BRIEF
- BRAND PURPOSE
- BRAND VISION
- BRAND MISSION
- CORE VALUES, ARTICULATED
- BRAND ATTRIBUTES
- BRAND ARCHETYPES
- THREE IDEAL CUSTOMER ARCHETYPES
- TONE & STYLE ANALYSIS
- FLEXIBILITY IN TONE BY CHANNEL
- WORD BANK
- READABILITY AND RHYTHM
- CUSTOMIZED WRITING TIPS
- STYLISTIC CHOICES
- CUSTOMIZED FULL BRAND VOICE GUIDE

VISUALS

- ONE OF A KIND, EXCLUSIVE LOGO SUITE
- FULLY CUSTOM PRIMARY LOGO
- FULLY CUSTOM SECONDARY LOGO
- FULLY CUSTOM SUBMARK
- FULLY CUSTOM MONOGRAM
- CUSTOM TAGLINE ELEMENT
- PERSONALIZED PATTERN DESIGN
- CUSTOM COLOR PALETTE
- MOODBOARD
- BRAND PRESENTATION
- TWO ROUNDS OF REVISIONS

BOOK IT

How to CHOOSE

The Edit: Limited Edition Design

Limited Edition designs are pre-designed visual brand concepts that are intended to be sold more than once. This means the design will be used by more than one client. We're able to customize several elements of the existing design for you, including name, font, and color. So, while this option may not have the same level of authenticity as a fully custom brand, it can still feel like your own. Each design is sold only five times, and then it's retired forever. If a limited edition design has not yet been purchased by anyone else, you have the option to upgrade it to a custom design and make it yours alone.

Tailored • Affordable • Quick

Your brand voice will be uniquely defined and articulated, regardless of the package you choose. The difference is not in the quality of the final product, but the quantity. The Edit package offers a mini brand voice guide with an overarching view of your brand's unique voice. It includes the essential elements you need to help you write and speak authentically. The Signature package goes into more depth and detail. The signature service includes a full brand voice guide that offers additional voice elements to help you drill down on the more specific nuances in your brand communication style. If you're looking for something more in-depth, on the voice or visual side, consider our a la carte options.

The Signature: Custom Design

Custom designs are crafted from scratch and created especially for you around your brand's unique personality and goals. This option allows more flexibility for creativity, strategy, and intention. Your design begins with a blank slate. During the discovery phase, we'll collect insights and information from you about your brand personality and vision. Using a combination of the responses you've shared, the research we've gathered, and our extensive experience, we'll artfully and strategically build a one of a kind design that's yours and yours alone. It will never be reused or resold.

Unique • Strategic • Intentional





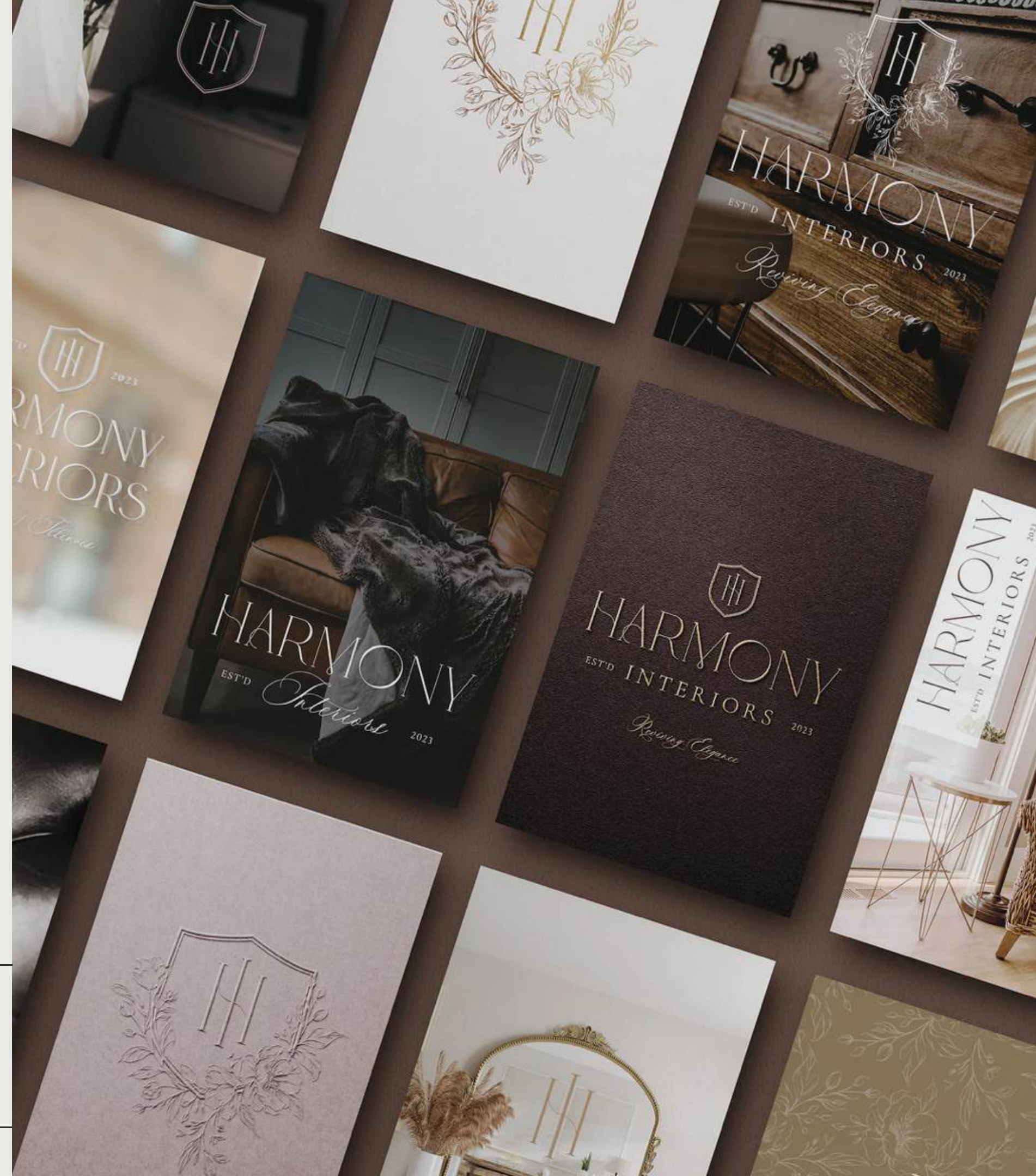
Our PROCESS

We bring the best of both worlds to all those who seek to be sought. Melissa shapes and codifies your brand voice while Catherine crafts an authentic, personality drenched visual presence. It all comes together seamlessly with that 'made-you-look' magnetism every brand needs.

Everything unfolds in our project management hub. Here's how it all plays out.

First, we present you with our signature brand brief. We use this form exclusively with clients. We'll translate your responses into a creative direction.

Next, we'll define and articulate the most important facets of your brand voice and what makes yours so unique. The resulting Brand Voice Guide captures your undeniably authentic style of communication.



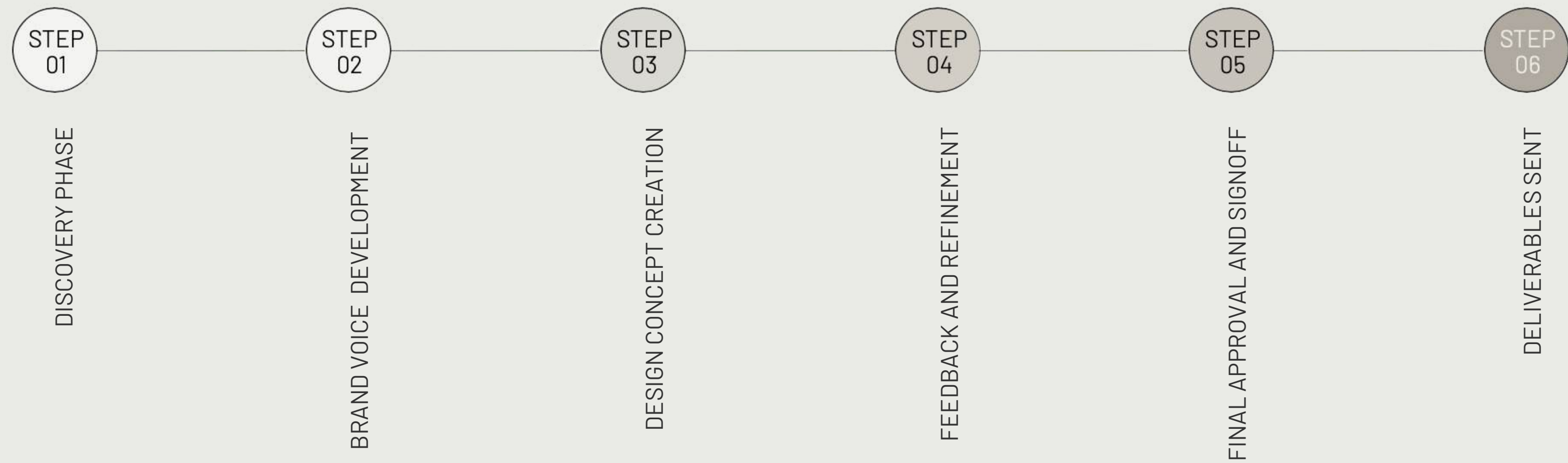
Next, we'll tailor a scroll-stopping suite of brand visuals expressly designed to showcase your brand's own style, persona, and vision. Something alluring, intentional, and unique. Something, like this...

Once your project is complete, we'll commence by handing off your newly minted brand presence including your personalized voice guide, and your files.



The TIMELINE

Each individual project is a team effort. So that the three of us can work in tandem together, everything is laid out and scheduled in our specialized, private, project management system. As soon as payment is received, we'll send you an invitation to the project where you'll find the entire framework for the project laid out from start to finish. our timeline consists of several key phases that ensure a comprehensive and well-executed brand development process. The estimated timeframe provided below serves as a guideline, and the actual timeline may vary depending on the scope and complexity of your individual project.



FIVE
STARS

TESTIMONIAL

FIVE
STARS

"We had been on quest for a graphic designer and branding company for several months, but the few ones I got in touch with never seemed able to meet our taste. Finally, when I discovered Revolutionary Branding through a Google search, it appeared likely that such a passionate company would be the partner we had been looking for – which became obvious as soon as we started working together. After reviewing our requirements, Catherine and Melissa sent us a few proposals and, taking great care, created numerous modifications. Most importantly, each modification introduced that special detail that makes all the difference. Needless to say we are extremely satisfied with the results."



More KIND WORDS

"I can't even begin to share how grateful I am to have found Melissa and Catherine. From the very beginning through the end of my project they each provided exceptional and creative custom work. After this experience I couldn't imagine working with anyone else. Needless to say, I highly recommend this hard working and gifted duo."

"Just wanted to say thanks a million for all your support over the last several months. My site is now live and I can't thank you enough for all you did to help me make this idea a reality. The "fear monster" had been holding me back for a while, but every day I would read your posts on Facebook and Pinterest, and they gave me the courage I needed to "just do it!" So thanks again, for everything. I knew you would create some amazing branding - but what I didn't expect was all the moral support and encouragement. You have been a joy to work with and I couldn't be happier."

"I just have to share that you recently were on my mind. I wanted to once again let you know how grateful I am to have found you. Your work is pure magic and is a BIG part of why things are flowing along so well. I'll never forget opening your email with the brilliant business name idea! Truly a blissful moment! Thank you for sharing your gift so wholeheartedly."

"Thank you for making an intimidating and overwhelming project such a pleasure. This was creative collaboration at its absolute best."

"Melissa is an uncommon wordsmith I came to dub my Waypoint Whisperer. I credit her enthusiastic coaching with helping me clarify my brand story. I will forever cite Melissa as being the one who mapped my earliest calling as an Officiant to my formative years. And Catherine is a graphic design extraordinaire and the very picture of patience. Working with clients to distill a myriad of design concepts into a singular motif is no easy feat, but Catherine methodically stayed the course with me, and ultimately delivered a logo concept and web design/imagery elements that jazz me."

"It was fun, easy and stress-free and an incredible value for the price. The results are unique and personalized - not just to my business but to me as a person. I know no-one else will have a brand or a site like mine."

"I loved working with Melissa and Catherine. They exceeded my expectations from day one. And I have the most gorgeous website and branding on the planet! I loved the effortless consistency between the words and the visuals. Melissa and Catherine obviously communicate very well and clearly with each other - as well as with their clients - because they hit the nail on the head with every phase of the project. There were no misunderstandings or mix-ups. All went perfectly smoothly."

"I often relate how blessed I've been to have you helping me with this business. I count you among my most cherished blessings, in fact. My sales are up and my rankings, too!"

"Melissa and Catherine take a holistic approach to their work and think about the whole business, the whole brand, and the whole aesthetic, not just whether the site will function the way it should. Loved every bit of the experience!"

Why US

01. Experience & Expertise

We've got over 20 years of professional experience under each of our respective belts. We blend our individual talents and pour them into your brand identity, and we do so with a service and a price point that's simply unmatched.

02. Authenticity & Candor

We believe honesty saves everyone's time. When you work with us you can count on our candid responses to help create a unique brand presence that sets you apart. Your brand presence will be not only unmistakable, but unmistakably yours.

03. Professionalism & Trust

With us, you'll get what you paid for and then some. At the end of our time together, you'll receive a professionally developed brand visual guide and brand voice guide, each custom designed to your unique brand presence. You'll refer back to them as you grow.

If you still have questions, check out our [FAQ page](#) or [drop us a line](#).

READY TO START YOUR BRANDING EXPERIENCE?

LET'S DO THIS





REVOLUTIONARY

— BRANDING —

Thank You

THANK YOU FOR CONSIDERING US
FOR YOUR BRANDING NEEDS.

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