

BRAND DESIGN

STUDIO  
STEFAN

WEB DESIGN

*a look at*  
Our Branding  
Packages

DELIVERABLES INCLUDED IN EACH TIER

## *Petit Brand Build*

- + VISUAL PRESENTATION
- + PRIMARY LOGO
- + PRIMARY SUBMARK
- + COLOR PALETTE
- + FONT SYSTEM

## *Basic Brand Build*

- + VISUAL AND AUDIO PRESENTATION
- + PRIMARY LOGO SUITE
- + PRIMARY SUBMARK SUITE
- + COLOR PALETTE
- + FONT SYSTEM
- + BUSINESS CARD OR DIGITAL SIGNATURE
- + CLIENT THANK YOU CARD
- + BRANDING GUIDE

## *Signature Brand Build*

- + VISUAL AND AUDIO PRESENTATION
- + EXTENDED PRIMARY LOGO SUITE
- + EXTENDED PRIMARY SUBMARK SUITE
- + COLOR PALETTE
- + HOLIDAY AND MERCHANDISING COLOR SYSTEM
- + FONT SYSTEM
- + BUSINESS CARD OR DIGITAL SIGNATURE
- + CLIENT THANK YOU CARD
- + 1 ADDITIONAL COLLATERAL ITEM (OF YOUR CHOICE)
- + EXTENDED BRANDING GUIDE

*Not sure which package is the best fit?*



*only the essentials*

Great for brands just starting out who want to have a strong visual identity from the start, and who will grow in the future.

*includes* \_\_\_\_\_

- + visual presentation
- + main logo
- + main submark
- + color system
- + font system



*a strong foundation*

Great for brands just starting out who want a few more pieces to the puzzle to begin with, or for rebrands!

*includes* \_\_\_\_\_

- + visual and audio presentation
- + basic branding guide
- + suite of logos
- + suite of submarks
- + color system
- + font system
- + business card or email signature
- + client thank you card



*all the bells and whistles*

Great for brands who know what their pain points are, who are ready to get absolutely everything in line and working for them.

*includes* \_\_\_\_\_

- + visual and audio presentation
- + extended branding guide
- + extended suite of logos
- + extended suite of submarks
- + color system
- + holiday & merchandising color system
- + font system
- + business card or email signature
- + client thank you card
- + your choice of additional collateral item  
(10 page pdf guide, swag creation, etc)

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