



THE BRANDWELL STUDIO

SERVICES & PRICING GUIDE

2023

thebrandwellstudio.com



WELCOME TO THE BRANDWELL STUDIO!

meet erica

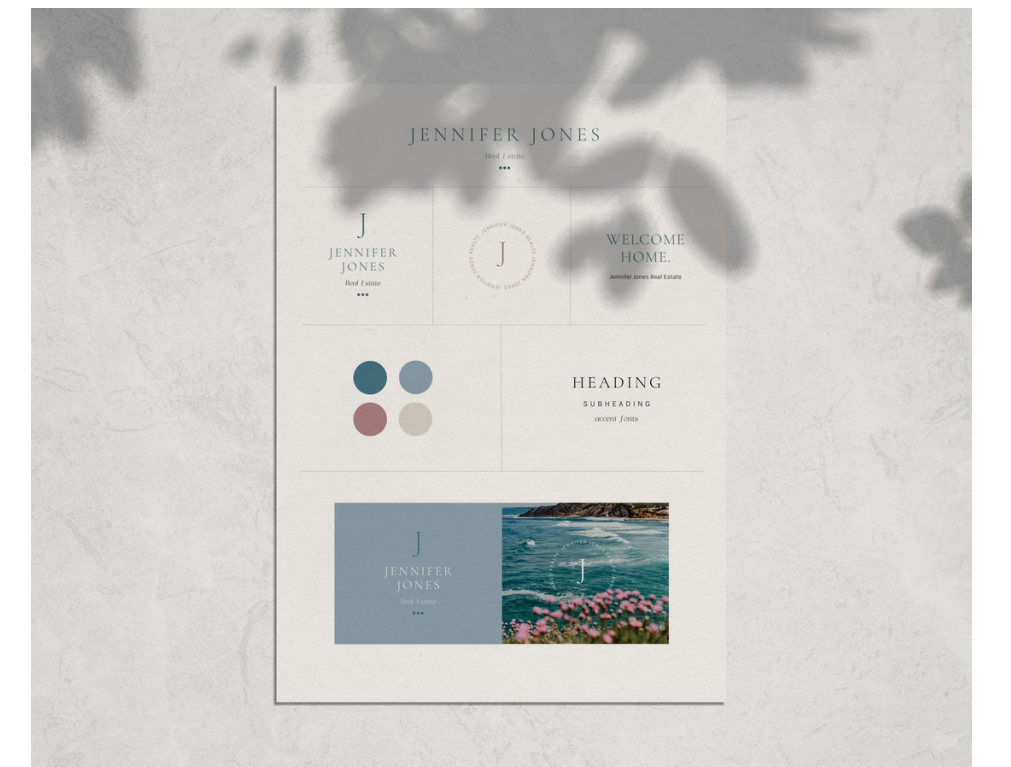
Founder and Creative Director rooting for you.

Firstly, I want to say thank you for downloading our pricing guide and considering The Brandwell Studio for your next branding project.

We are passionate about helping business owners and real estate agents navigate the often overwhelming world of branding. Whether you're starting from scratch or looking to refresh an existing brand, our services are tailored with real estate agents in mind.

Inside this pricing guide you'll see we offer a variety of branding and content marketing packages. We hope you find this helpful and we are here if you have any questions at all.

OUR WORK



View sample portfolio at thebrandwellstudio.com ►

A grayscale photograph of a desk setup. In the foreground, a white laptop keyboard is visible, angled towards the bottom left. To the right of the keyboard is a white Apple mouse. On the left side of the desk, there is a stack of papers and a small notebook. The background shows a wooden desk surface. The text "THE BRANDWELL STUDIO" is centered in the middle of the image.

THE BRANDWELL STUDIO

OUR OFFERINGS



a fresh start

THIS IS PERFECT FOR YOU IF

You are seeking the core brand identity items for their real estate brand.
You have a **clear direction** on the design style you are looking for and may not need full strategic branding.

THE ESSENTIALS PACKAGE

- Mini brand discovery
- Primary logo
- Secondary logo
- Brand icon
- Typography suite
- Color palette
- Mood board
- One page brand board outlining overall style standards

INVESTMENT: \$2,800



the perfect fit

THIS IS PERFECT FOR YOU IF

If you need **help choosing the overall style** and direction of your brand and desire to establish strong, consistent visual communication. You're in need of all of your primary brand elements along with custom branded marketing/collateral pieces.

THE SIGNATURE PACKAGE

- In-depth and discovery questionnaire (identify overall style, business goals, values, and dream client)
- Primary logo
- Secondary logo
- Brand icon
- Typography suite
- Color palette
- Comprehensive multi-page brand guidelines outlining proper use of the brand
- Business card
- Choice of (3) brand collateral items

BONUS

Mini brand photoshoot (1 hour) receive headshots and lifestyle photos **\$450 value**

Social media pack of graphics **\$250 value**

INVESTMENT: \$4,200



content creation

THIS IS PERFECT FOR YOU IF

You already have an established brand but you're looking for guidance from a branding professional on a monthly basis. You understand the importance of long term relationship building through digital content.

EMAIL & SOCIAL

- Set up of Flodesk email account
- Flodesk email design custom to your branding
- Once a month (1) e-newsletter design and send
- Tracking and analytics of email send
- Once a month 30 minute strategy session for upcoming social content
- Social media content calendar creation and organization
- (8) Social media graphics design + copy
- Social media posts organized and scheduled to post through the Plann app

INVESTMENT: \$1,200 per month
***3 month commitment required**

PACKAGE ONE	EMAIL & SOCIAL	PACKAGE TWO	THE SIGNATURE PACKAGE	PACKAGE THREE	THE ESSENTIALS PACKAGE
INVESTMENT: \$1,200 per month		INVESTMENT: \$4,200		INVESTMENT: \$2,800	
<ul style="list-style-type: none"> • Set up Flodesk email account • Flodesk email design custom to your branding • Once a month e-newsletter design and send • Once a month 30 minute strategy session for upcoming social content • Social media content calendar creation • (8) Social media graphics design + copy • (Does not include monthly Flodesk fee of \$20) • Social media posts organized and scheduled to post through the Plann app 		<ul style="list-style-type: none"> • In-depth and discovery questionnaire (identify overall style, business goals, values, and dream client) • Primary logo • Secondary logo • Brand icon • Typography suite • Color palette • Comprehensive multi-page brand guidelines outlining proper use of the brand • Business card • Choice of (3) brand collateral items <hr/> <p>BONUS</p> <p>Mini brand photoshoot (1 hour) receive headshots and lifestyle photos \$450 value</p> <p>Social media pack of graphics \$250 value</p>		<ul style="list-style-type: none"> • Mini brand discovery • Primary logo • Secondary logo • Brand icon • Typography suite • Color palette • Mood board • One page brand board outlining overall style standards 	
	Monthly commitment *minimum 3 month commitment	Timeline	Approx. 6 - 8 weeks	Timeline	Approx. 4 weeks

*Please note that all timelines are dependent on email response & feedback times and we cannot fully guarantee that your project will be completed within this timeframe.



WHAT'S INCLUDED |

FIRST

We'll begin by designing a beautiful brand that you can be proud of and one that stands out from the crowd. We'll deep dive into your overall style, business goals, dream client, then craft a comprehensive visual brand you can be proud of. (Aprox 4-6 weeks).

- In-depth and discovery questionnaire (identify overall style, business goals, values, and dream client)
- Primary logo
- Secondary logo
- Brand icon
- Typography suite
- Color palette
- Comprehensive multi-page brand guidelines outlining proper use of the brand
- Business card
- Choice of (3) brand collateral items

BONUS

Mini brand photoshoot (1 hour) receive headshots and lifestyle photos **\$450 value**

Social media pack of graphics **\$250 value**

INVESTMENT: \$2,500 per month

*4 month retainer. Limited spots available.

Monthly retainer price drops after 4 month commitment + branding is complete.

ONGOING

Email | Print | Digital Graphics | Social Media

Now that all of your brand elements have been designed, we'll take those pieces and create beautiful social media graphics and digital marketing materials for your real estate business.

- Creation of custom marketing calendar in Notion
- Once a month strategy call
- 10 social media graphics per month (no posting or management). This could include carousel posts, reels cover images, IG stories, LinkedIn graphics, market updates.
- Flodesk email newsletters (1 per month)
- Brand collateral/graphics - up to 3 pieces a month
 - a.Example options: Thank you card, wine bottle label, new listing flyer, farming postcard, prospecting collateral, home buyer resources, home seller resources, open house resources, buyer/seller guides...)
- OR we'll help you strategize around marketing initiatives to grow your email list and gain leads. Example "download my home buyer guide" with Flodesk landing page.

