

The background features four large, overlapping circles in a muted blue color. These circles are arranged in a 2x2 grid, with their centers at the corners of the frame. The overlapping areas create a pattern of smaller circles and crescents. In the center of the composition, where all four circles overlap, there is a small, four-pointed star or diamond shape in a light cream color.

Brand Starter *vs* Brand Leap

esley studio

	The Brand Starter	The Brand Leap
Creative Direction	✓ One direction/moodboard	✓ Two directions/moodboards
Strategy	✓ Light-touch discovery	✓ Deeper discovery and strategic-thinking
Logos	✓ Primary, secondary + brand mark	✓ Primary, secondary + brand mark
Font Suite + Colour Palette	✓ Included	✓ Included
Extra Brand Assets (icons/patterns/illustrations)	✗ Not included	✓ Set of icons, simple illustrations or patterns
Brand Guidelines	✓ One-page style guide	✓ Comprehensive brand guidelines + walkthrough video
Bonuses	✗ Not included	Bump-In Toolkit ✓ Design Disco discount 4 weeks email support post-delivery
Timeline	2 weeks	2 weeks
Investment	\$1800 AUD	\$3000 AUD