

WHAT YOU GET IN

# BIRTH YOUR BRAND

6 WEEK BRANDING PACKAGE

*all of the goodies*



## THE STRATEGIC GOODIES

- Brand Clarity Workbook
- Ideal Customer Discovery
- Brand Personality
- Brand Voice
- Brand Tagline + Intro Paragraphs
- Brand Story Prompts
- Brand Wordbank
- Brand Photography Guidelines
- Network + Marketing Ideas
- Copy Edited to Fit your Brand Voice

## THE DESIGN GOODIES



### BRAND DESIGN ELEMENTS

- Brand Mood Board
- Primary, Secondary + Submark Logos
- Typography Combinations
- Custom Color Palette
- Pattern and/or Texture Selection



### WEBSITE DESIGN

- Custom WordPress Website Design + Set up
- 7 Web Pages + Unlimited Blog Posts
- Responsive Website Design for all Devices
- Email Opt-in Design + Set Up
- Custom "Coming Soon" Page
- Website BackUp Plug-in Set up
- Pre-Built Page Templates



### EXTRA MARKETING MATERIAL

- Branded Facebook Cover Design
- Branded PDF Design (used for freebie)
- Double sided Business Card Design
- Custom Color Palette
- Pattern and/or Texture Selection

## OTHER GOODIES

- Weekly "Check-in" Calls
- 30 Days of Technical Support
- Website Training Video
- All Brand Element Files (Vector + PNG)
- Brand Manual PDF Doc.

## GENERAL QUESTIONS

Q: "CAN I CUSTOMIZE THIS PACKAGE?"

This package is a great way to start a new brand or a rebrand. However, we understand each business is different, with different needs.

We do allow this package to be customized. Please mention what you are looking for at the time of our consultation call.

Q: "HOW DO I PAY?"

We will send you an invoice through my payment processor. I accept major credit/debit cards and bank transfers (per request).

Q: "IS THERE A SPECIFIC PAYMENT STRUCTURE?"

Yes. There are 3 separate payments.

1. A 50% non-refundable deposit is due upfront to ensure we agree on working together throughout the project. Your 50% deposit covers the first 3 weeks of the process.
2. When we enter week 4 we require a 50% payment of the remaining balance due.
3. Once the website is finalized and perfect for your brand. We require the remaining balance due before turning the website rights over to you.

Q: "IS THE PROJECT TIMELINE FLEXIBLE?"

We like to stick to our strict 6 week timeline. This is due to, having our calendar booked out months in advance. We want to provide all of our clients with high quality service. So, we ask all of our clients to commit to a very strict 6 week process in order to honor our time as professionals.

We are flexible in allowing a 1 week extension free of charge. If you need a longer extension, there will be an additional fee and we will schedule you into our calendar at our next opening.

\*\*In order to avoid extensions please be on time with our weekly homework deadlines we will provide to you.

## DO YOU HAVE MORE QUESTIONS?

Sign up for our FREE 30 minute consultation to go over further questions and information about our "Birth your Brand" Package!

SCHEDULE A CALL HERE!