



THE *Brand* PARLOR

CREATIVE STUDIO

PRICING GUIDE



# THE BRAND PARLOR

COMBINES STRATEGY & TIMELESS  
BRANDING TO HELP YOU CREATE A  
LEGACY BRAND THAT PROVIDES AN  
UNFORGETTABLE EXPERIENCE &  
ATTRACTS YOUR TARGET CLIENTS,

*with ease*

# IMPRESS

*leave your best impression*

\$399

TIMELESS BRANDING

## 1<sup>ST</sup> | BRAND BLUEPRINTING

*exploring your dream*

**BRAND EXPLORATION:** WORKBOOK

**BRAND AUDIT:** EXISTING BRANDS ONLY

**BRANDING BREAKTHROUGH CALL:**

DISCOVERING YOUR BRAND'S BRANDING & BUSINESS GOALS

## 2<sup>ND</sup> | MAKING YOUR DREAM COME TRUE

*brand development*

**MOOD BOARD:** COLOR PALETTE, PATTERNS, TYPOGRAPHY

**LOGO DESIGN:** PRIMARY LOGO DESIGN (UNLIMITED EDITS),  
SECONDARY LOGO DESIGN & SUBMARK LOGO DESIGN

**COLLATERAL KIT:** YOUR CHOICE OF ANY 2: BUSINESS CARD  
DESIGN, LOYALTY CARD, FLYER, MENU, STATIONARY, ETC.

**BRAND BIBLE:** BRAND STYLE GUIDELINES, BRAND IDENTITY &  
PERSONALITY GUIDELINES, & BRAND COMMUNICATION GUIDELINES

## 3<sup>RD</sup> | LAUNCHING THE LEGACY

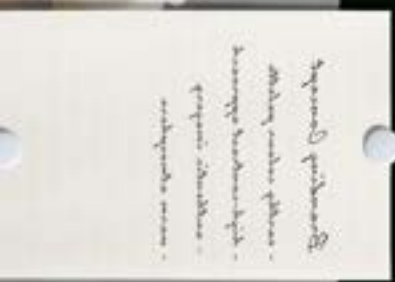
*dream meets world*

**CREATIVE CONCEPT:** CREATIVE CONCEPT FOR  
PHOTO / VIDEO SHOOT, OR ADVERTISING CAMPAIGN

**STRATEGY:** STRATEGIC PLAN TO PROMOTE YOUR BRAND

**LAUNCH KIT:** MOCKUPS OF YOUR LOGO(S) & (2) LAUNCH DAY  
GRAPHICS FOR SOCIAL MEDIA

3-4 WEEK TIMELINE





# INSPIRE

*create a legacy that inspires*

\$599

STRATEGIC WEB DESIGN

## 1<sup>ST</sup> | BRAND BLUEPRINTING

*exploring your dream*

**WEB CONTENT EXPLORATION:** DEFINING  
YOUR WEBSITE'S FEATURED CONTENT

**BREAKTHROUGH SESSION:** EXPLORING  
YOUR BRAND'S VOICE & WEBSITE FOCUS

**CREATIVE CONCEPT FOR VISUAL CONTENT:**  
YOUR PHOTOS ARE DUE PRIOR TO YOUR START DATE

## 2<sup>ND</sup> | CUSTOM WEB DESIGN

*website building*

**COMING SOON:**

LANDING PAGE TO CAPTURE EMAILS

**BASIC SEARCH ENGINE OPTIMIZATION (SEO)**

**EMAIL NEWSLETTER CONFIGURATION**

**CUSTOM DESIGN & WEBSITE COPYWRITING:**

HOMEPAGE & 5 INTERIOR PAGES INCLUDED

**RESPONSIVE & MOBILE FRIENDLY DESIGN**

**1 HR TRAINING & 30 DAY POST LAUNCH SUPPORT**

## 3<sup>RD</sup> | LAUNCHING THE LEGACY

*dream meets world*

**GOOGLE MY BUSINESS SETUP**

**SOCIAL MEDIA PREVIEW CONFIGURATION**

**LAUNCH KIT:** MOCKUPS OF YOUR LOGO, WEBSITE,  
& (2) LAUNCH DAY GRAPHICS FOR SOCIAL MEDIA

4-6 WEEK TIMELINE





# INFLUENCE

*ignite a trail of influence*

\$799

IMPRESS + INSPIRE = INFLUENCE

## 1<sup>ST</sup> | BUILD AN IMPRESSIVE BRAND

*bringing your dream to life*

### **BRAND AND WEB CONTENT EXPLORATION:**

WORKBOOK & DEFINING WEBSITE'S FEATURED CONTENT

### **BRAND BREAKTHROUGH CALL :**

EXPLORING YOUR BRAND'S IDENTITY & VOICE

### **CREATIVE CONCEPT FOR VISUAL CONTENT:**

YOUR PHOTOS ARE DUE PRIOR TO YOUR START DATE

### **MOOD BOARD:** COLOR PALETTE, PATTERNS, TYPOGRAPHY

### **LOGO DESIGN:** PRIMARY LOGO DESIGN (UNLIMITED EDITS), SECONDARY LOGO DESIGN & SUBMARK LOGO DESIGN

### **COLLATERAL KIT:** YOUR CHOICE OF ANY 2: BUSINESS CARD DESIGN, LOYALTY CARD, FLYER, MENU, STATIONARY, ETC.

### **BRAND BIBLE:** BRAND STYLE GUIDELINES, BRAND IDENTITY & PERSONALITY GUIDELINES, & BRAND COMMUNICATION GUIDELINES

## 2<sup>ND</sup> | CUSTOM WEB DESIGN

*website building*

### **COMING SOON:** LANDING PAGE TO CAPTURE EMAILS

### **CUSTOM DESIGN & WEBSITE COPYWRITING**

### **RESPONSIVE & MOBILE FRIENDLY DESIGN**

### **BASIC SEO & EMAIL NEWSLETTER CONFIGURATION**

### **1 HR TRAINING & 30 DAY POST LAUNCH SUPPORT**

## 3<sup>RD</sup> | LAUNCHING THE LEGACY

*dream meets world*

### **LAUNCH KIT**

### **COMPREHENSIVE MARKETING STRATEGY**

### **SOCIAL MEDIA & GOOGLE MY BUSINESS SETUP**

6-8 WEEK TIMELINE

# PAYMENT PLANS

*Investing in your legacy*

MAKING THE MENTAL DECISION TO INVEST IN YOUR LEGACY IS EASY  
THE FINANCIAL DECISION TENDS TO BE A LITTLE MORE DIFFICULT

I WILL ALWAYS BE AN ENTREPRENEUR 1<sup>ST</sup> & A DESIGNER 2<sup>ND</sup>  
I GET IT, TRUST ME- ALL I HAD WAS A DOLLAR & A DREAM.

THE BRAND PARLOR OFFERS FLEXIBLE PAYMENT PLANS SO,  
YOU CAN INVEST IN YOUR LEGACY WITHOUT BREAKING THE BANK

WHEN BOOKING, A 15% DEPOSIT IS REQUIRED. YOUR DEPOSIT RESERVES  
YOUR PROJECT START DATE & IS COUNTED TOWARDS YOUR FINAL  
BALANCE. ONCE WE BEGIN YOUR PROJECT THE REMAINING BALANCE  
CAN BE DIVIDED INTO A FLEXIBLE MONTHLY PAYMENT PLAN  
WITH ZERO INTEREST OR FEES.

## INSPIRE PACKAGE DEPOSIT: \$75

ONCE THE DESIGN DEPOSIT IS PAID YOU MAY CHOOSE ONE OF THE FOLLOWING

PAY IN FULL UPON COMPLETION

OR

\$108/BIWEEKLY FOR 6 WEEKS

## IMPRESS PACKAGE DEPOSIT: \$75

ONCE THE DESIGN DEPOSIT IS PAID YOU MAY CHOOSE ONE OF THE FOLLOWING

PAY IN FULL UPON COMPLETION

OR

\$131/BIWEEKLY FOR 8 WEEKS

## INFLUENCE PACKAGE DEPOSIT: \$75

ONCE THE DESIGN DEPOSIT IS PAID YOU MAY CHOOSE ONE OF THE FOLLOWING

PAY IN FULL UPON COMPLETION

OR

\$144.80/BIWEEKLY FOR 10 WEEKS

YOUR FIRST INSTALMENT PAYMENT IS DUE THE MONTH AFTER YOUR PROJECT START DATE

Color Trend Palette



# ADDITIONAL SERVICES

## ADD-ONS & SEPERATES

# ASPIRATION

*it's so much more than a dream*

**BRAND EXPLORATION:** IDENTIFYING YOUR BRAND

**BRAND BOARD:** COLOR, PATTERNS, & TYPOGRAPHY TAILORING

**3 LOGO DESIGNS:** PRIMARY, SECONDARY, & SUB-MARK DESIGN (UNLIMITED EDITS)

**\$250 DEPOSIT \$50**

THE REMAINDER IS DUE IN FULL UPON COMPLETION

## OTHER SERVICES

*last, but not least*

BRAND NAME: \$175

BOOKING SITE: \$225

ILLUSTRATION: \$200+

BUSINESS CARD: \$65 (DESIGN ONLY)

FLYERS & MENUS: \$60+

SOCIAL MEDIA KIT: \$100

BANNER DESIGN: \$100 (DESIGN ONLY)

MAILER BOX DESIGN: \$200 (DESIGN ONLY)

PRODUCT TAG DESIGNS: \$65 (DESIGN ONLY)

PACKAGING/LABEL DESIGN: 1 FOR \$80 OR 4 FOR \$299

TRADEMARK OR LEGAL FILING ASSISTANCE: \$75

RUSH FEE: \$30+

AFTER COMPLETION EDITS: \$45

**DON'T SEE WHAT YOU'RE LOOKING FOR?**  
PLEASE EMAIL US [HELLO@THEBRANDPARLOR.STUDIO](mailto:HELLO@THEBRANDPARLOR.STUDIO)  
PLEASE ALLOW 2 BUSINESS DAYS FOR RESPONSE