



LOGO &  
BRAND IDENTITY  
DESIGN

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*INFORMATION AND RATES*

# THE VALUE OF YOUR BUSINESS

*Your logo is so important to your business. It will be at the heart of everything you do. Your logo represents your business and will be the first thing customers see when they evaluate your business.*

*Your logo needs to convey what it is you do and also speak for the values that your company represents.*

*Logo and Brand Identity Design is the most complex of all the design jobs to undertake - it is a process that shouldn't be rushed and nor should it be under-valued. It is a process that needs careful consideration, it requires a depth of thinking to be applied and a great level of understanding is required in order to deliver a result that actually makes sense for your business.*

*Your logo will need to attract and communicate with your target audience. It will need to clearly state what is beautiful and important about your business. It will also need to be versatile and adapt to the different scenarios in which you will use it.*

*The following packages are designed to be flexible to meet your individual needs, each one is adjustable to enable you to receive exactly what you need from the logo and brand identity process.*

# JUST THE LOGO \$600

*To create just your logo requires time, skill and careful analysis. Every logo I design is created after in-depth consultations and discussions about your business. Key areas such as target audience and demographics as well as the philosophy and values of your business all need to be discussed and understood before the logo design process can begin.*

*The design process for the logo usually takes around 3-5 weeks but this can take longer for new businesses that are still getting their head around what their business identity needs to be.*

*The initial presentation of logos will vary from business to business. For some businesses there will only be one solution that works, for others there may be multiple directions worth exploring. In both situations many hours have been spent considering all the design requirements.*

*I do not set a limitation on the number of revisions or options for your logo, I will continue to work with you to achieve the ideal result for you and your business. I also will transfer across to you all the file types you will ever need including web-ready versions and editable vector files for press.*

# BUSINESS BASICS

## \$800

*To launch your business you need more than just your logo. The Business Basics package is designed to cover all the essentials you need to get started. The package includes 1,000 printed business cards to get you kick-started and networking your beautiful new business.*

*Along with your logo design you will also receive designed:*

- \* Business Cards*
- \* Social Media profile pictures and banners.*
- \* Email Footer*
- \* With Compliments Slip*
- \* Letterhead*
- + 1,000 Printed Business Cards*

*You will also receive your brand style guidelines that outline the correct fonts and colours to use when implementing your brand identity.*

# BRAND BUILDING

## \$2600

*Feeling lost? When starting a new business it is easy to feel overwhelmed or uncertain about who your target audience even is and what your brand personality should be. If you are struggling to answer the introductory Q&A then you may need additional guidance to help build your brand so that you know what your logo and brand identity needs to achieve.*

*Let me share with you my knowledge of branding and building a visual identity and personality for your brand. I will help you to workshop and research what your brand personality should be.*

*Within this package I'll guide you through building a brand identity from scratch. You'll get all of the Business Basic inclusions alongside in-depth discussions and analysis of your target market: who your competitors are and who your audience should be. At the end of the process you'll also receive additional documents and assets that will help you to understand and implement your shiny new brand identity as you launch your business. Additional design and printing costs are also covered. The inclusions in this package are flexible to cover everything your particular business needs to get started.*

# BRAND SHOWCASE

## \$5500/\$7000\*

*Imagine having something beautiful and amazing to show your clients and customers: A 12 page book that showcases all that is special about your business. Within those pages you can communicate to your customers or clients why they should choose your business and highlight your products or services.*

*Inclusive of either the Business Basics or Brand Building Package this extended package also includes the content generation, design and printing of 100 brand booklets.*

*To create your showcase I will walk you through ideas for the booklet and help you to craft the content needed to fill the pages. ELK Prints will also source appropriate stock images and generate new brand specific images to fill the pages.*

*The package also includes the design of an additional 1 page PR pitch that summarises the best bits of your business.*

*\*Discounts on this package are applicable if you already have content and only require the design and printing. The two price points reflect the choice of included logo package: Business Basics / Brand Building.*

# Q & A

Q. I'm not fussy, can you create something quickly for me?

A. *You might not be but I am! I value your business and the importance of your logo so I do strongly advise in following the full process. If you insist then your welcome to pitch an alternative budget and guidelines to me and I will give it my consideration though I'm not promising anything.*

Q. I know exactly what I want, can I just pay the hourly design rate for you to put the file together?

A. *If you've already nailed your brand identity already then do please send it across to me so that I can review it. If everything is crystal clear and the design solution is obvious then we can definitely do that.*

Q. I am just starting out and don't have the finances to invest in my logo yet, what can I do?

A. *I understand how tough it is as a new business starting out when everything needs to be done and your not yet earning an income from your business. For those on a budget I can set up a payment plan across a 6 or 12 month period to help alleviate the costs and get you up and running as soon as possible.*

Q. I'm nervous, what if we don't 'click'?

A. *Sometimes that does happen, depending on where we are at in the design process then we can resolve that. During the initial stages of the design process whilst discussing the brief and requirements and your business you are welcome to walk away obligation free if you don't feel comfortable. Once the design has started then you can pay a proportion of the costs in line with the amount of work already completed and I will help direct you towards another fabulous designer more in line with your personality.*