

The Premium Branding Approach

is for all-or-nothing business owners
who want the best.

Reap the benefits of a dedicated
team, flexible process, and deep
creative work.



WHAT SETS PREMIUM BRANDING APART

The Sunbirds are idealists at the core, doing everything we can to make excellent branding a reality for every entrepreneur—from bootstrapped doers to perfectionistic planners. We've stripped down the branding process for our Budget clients so they're able to set up a professional brand quickly and affordably.

Naturally, however, we do our very best work in the luxury of time. The Premium approach supercharges our branding process. It's where we pull out all the stops. What does that look like?

Dedicated Communication = Richer Experience

We personally involve you at every step in the process. We'll guide in-depth conversations at key check-in points, making sure you love every step. And you'll have a dedicated Slack channel so you can get answers, share files, and give feedback quickly and easily.

Deeper Creativity = Fresher Results

Rather than come up with the best strategy or design we can in a limited timeframe, we let multiple ideas simmer to perfection. More time for inspiration and incubation is the difference between “very nice” and “WOW.”

More Data = Better Insights

We spend more time doing research and getting feedback. When we have more data to feed into our creative process, we can tailor your brand even more effectively to you and your target market.

THE PROCESS



The first thing we do with a client is understand their business' past, present and desired future. Once we understand where you are and where you've want to be, we form a customized plan for your branding process.

BRAND PROFILE

A deep understanding of your business' identity is the core of great branding, which is why the next step we take with you is to create a Brand Profile through one-on-one meetings, interviews, and research.



With a firm foundation for your brand's identity, we move on to creating touchpoints that express who your business is to the target market we have identified and explored in the Brand Profile process.

These touchpoints can include:

- Logo Design
- Brand Book
- Business Cards
- Website
- Stationery
- Packaging
- Portraits

BRAND PROFILE

The Brand Profile is our flagship product and the foundation of all other branding work. A deep understanding of your business' identity is the core of great branding. Use your Brand Profile to streamline your business, connect successfully with customers, and get your collaborators on the same page about your brand.

The Premium Brand Profile Service includes:

- Luxury done-for-you service
- (Up to) 5 Brand Profile drafts
- 1 month of focused, personal support by a Brand Strategist
- Lifetime access to continued Brand Support

The completed Brand Profile includes:

- **Heart:** your vision, mission and ethics
- **Unique Value Proposition:** that special something that makes people fall in love with you
- **Personality:** The combination of traits that come through in all you do
- **Core Offerings:** The specific products or services you're known for
- **Target Markets:** The customers you love and are loved by in return
- **Differentiators:** What makes you different—in the best way
- **Competitor Categories:** Where else your market goes to get what you give.

Add-ons include:

- Business naming (\$350)
- Tagline (\$300)

Cost: \$2500

LOGO

Your logo is the symbol that the whole world associates with your business. Make it great.

\$1000

BRAND BOOK

A strong visual kingdom needs a rule book. We'll create a complete styling and language guide for future consistency and brand recognition.

\$1500

BUSINESS CARDS

Let your business cards speak for your brand long after you've left the room.

Cost: \$400

**Sourcing + production included
Printing price not included**

WEBSITE

Create a beautiful Squarespace website that invites users to connect with your brand instantly and forever.

Website design includes:

- Custom designed home page and content pages
- Custom blog
- Custom form development
- Basic SEO (keyword research)
- Google analytics integration
- Social media links
- Quality assurance/testing
- Mobile responsive
- Domain set up
- Up to 10 total pages
- Complimentary social media banners (up to 3 channels)

Cost: \$3000

Additional page: \$200

E-COMMERCE SITE

Includes all WEBSITE features, and:

- Integrated e-Commerce platform
- Consistent and branded product display
- Product variants
- Customized email notifications

Cost: \$5000

Additional page: \$200

Additional product: \$50

STATIONERY

Turn your formal documents into marketing tools by branding your letterhead.

\$500

Sourcing + production included

Printing price not included

PACKAGING

Don't waste any opportunities to share your brand with the world and make a lasting impression.

Customized

PORTRAITS

Boost your online presence with high-quality, up-to-date headshots or portraits of you (and your team).

Customized

Ready to move forward?



PRICING VALID UNTIL 9/2017