



# The Budget Branding Approach

is for entrepreneurs who want agency quality at a fraction of the cost.

Our streamlined, hassle-free approach gives you a fresh brand identity within weeks.



# THE STEPS

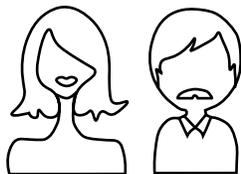
How does this whole branding thing work, anyway? At Sunbird, we've broken down the process of setting up a brand into 2 steps. Find details of each service on the following pages.

*\*Some services won't be relevant to your business. Feel free to pick and choose!*

# 1

The first step in your branding journey is defining what your business is all about.

I want to really understand what my brand is about.



**Brand Profile**      \$250

# 2

With a clear sense of your brand's identity, we can move on to all the touchpoints your business needs to get in front of your audience.

I want to present my brand to the world.



<b>Brand Naming</b>	\$350
<b>Tagline</b>	\$300
<b>Logo</b>	\$400
<b>Style Guide</b>	\$300
<b>Business Cards</b>	\$200
<b>Website</b>	<i>Customized</i>
<b>Packaging</b>	<i>Customized</i>
<b>Stationery</b>	\$300
<b>Portraits</b>	\$300
<b>Voice Guide</b>	\$250

# BRAND PROFILE

The Brand Profile is our flagship product and the foundation of all other branding work.

The Budget Brand Profile Service includes:

- 1-on-1 Workshop with Brand Strategist (2 hours)
- Brand Profile Workbook Online
- Email support
- 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.

**Cost: \$250**

# BRAND NAMING

Get 12 potential names for your business that meet our strict requirements.

**Cost: \$350**

# TAG LINE

Get 12 memorable tag lines that show off your unique value and provoke a response.

**Cost: \$300**

# LOGO

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

The process:

1. After you share about your business, I will create 3 concepts.
2. With your feedback, I will create 3 more variations.
3. After you pick one concept to finalize, I will create the first draft.
4. With your feedback, I will create a second draft.
5. Send me your final feedback, and I will send you your final files!

**Cost: \$400**

# STYLE GUIDE

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

The process:

1. After you fill in a fun questionnaire, I'll send you 3 concepts.
2. After your respond to each of the 3 sections, I will create a second draft.
3. Send me your final feedback, and I will send you your final files!

**Cost: \$300**

# BUSINESS CARD

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

The process:

1. After you answer a simple questionnaire, I'll send you 3 concepts.
2. With your feedback, I will create the first business card design draft.
3. Send me your feedback, and I will send you your final files!

**Cost: \$200**

# WEBSITE

Create a beautiful Squarespace website to show off your services and products.

BASIC		
Website Setup	\$400	Site-wide organization, information flow, on-brand language and copywriting ( <i>max 300 words/page, additional copywriting at \$60/hour</i> ).
Homepage	\$150	Layout, on-brand styling, custom banner, footer, up to 3 icons, unlimited images, newsletter signup
Additional page	\$100	Layout, on-brand styling, unlimited images
Basic SEO setup	\$200	Keyword research, meta descriptions, page titles, image alt text
Google analytics	\$100	Account setup, website integration
Pop up email capture	FREE	On-brand styling, Mailchimp integration
Social media links	FREE	Unlimited platforms
Contact form	FREE	Customized contact forms anywhere across the website
1 Round of editing	FREE	Implementing site-wide edits according to your feedback
Additional editing round	\$100	Implementing site-wide edits according to your feedback
E-COMMERCE		
E-Commerce setup	\$250	Creating an online store, on-brand styling, setting up 5 products
Additional product	\$50	Image styling, basic description, and variants
Product photography	\$20	Send your product to our studio and pay for the images you want at \$20 each
CUSTOM GRAPHICS & COPY (HOURLY)		
Custom Graphic design	\$60	Infographics, charts, illustrations, and more

# SOCIAL MEDIA SETUP

Get an on-brand banner and profile image for your social media channel through 3 simple steps.

The process:

1. Answer a simple questionnaire, and receive 3 options.
2. With your feedback, I will create the first banner + profile draft
3. Send me your final thoughts, and I send the final files

**Cost: \$50/channel**

# LETTERHEAD & ENVELOPES

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

The process:

1. After you answer a simple questionnaire, I will send you 3 concepts.
2. With your feedback, I will create the first letterhead design draft.
3. After hearing your final thoughts, I will send the final files!

**Cost: \$300**



# PACKAGING

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

- Food packaging & labeling
- Paper bags
- Tissue paper
- Stickers
- Boxes
- Mailing packet
- Brand card/thank you note

**Cost: Customized**

**Email [mara@sunbirdcreative.com](mailto:mara@sunbirdcreative.com) for a quote.**

# PORTRAITS

Boost all your digital assets (website, social media, etc) with high quality and up-to-date headshots or portraits of you (and your team).

The process

1. Show up to our 45-minute session with 2 outfits, make-up ready
2. Receive the raw images from our photographer and choose 10 for edits
3. Receive your 10 edited images!

**Cost: \$300**

# VOICE GUIDE

Give your blog and marketing content a compelling tone and vocabulary.

**Cost: \$250**

**Ready to start  
your branding  
journey with  
the Sunbirds?**

**Build your Brand  
Profile now.**

