The Greatly Agency and Greatly Digital Media

PROGRAM DETAILS

Branding

Branding Service Price Sheet

PROJECT BASED PRICING

Having a consistent looks and feel to your business is an important part of building trust in your brand. Your logo, email templates, social media and website all communicate who you are and what you offer your customers. Let The Greatly Agency help your business build the creative framework on which your brand and a trusting relationship with your customers will stand.

Brand Strategy	*Brand Style Guide*	*Logo Creation*
$2,000	*$1,500*	*$500*

Branding

KEY FEATURES:

Brand Strategy

In-Person Branding four-hour Workshop includes identification of:

- Brand Mission, Vision, Values
- Customers and Competition
- Target Market
- Unique Selling Proposition
- Persona Development
- Marketing Tactics Review
- Recommended Platforms
- Recommended Positioning, Tone and Messaging
- Recommended Branding Basics
- Sample Content Calendar
- Creative Prototypes
- Recommended Media

Brand Style Guide Creation

- Mission, Vision, Values statement
- Colors (HEX, CMYK, RGB)
- Fonts (Primary and Secondary)
- Language/Tone/Messaging
- Image and Photography Recommendations
- Messaging Examples
- Creative Samples

Logo Creation

- Discovery Meeting
- Basic Brand Recommendations
- Up to 3 Prototypes with Logo Best Practices
  - Format & Mark Review
- 2 Client Revisions
- Favicon Development
- Deliverable Formats
  - JPEG
  - PNG
  - WebP

For more information contact ....

WorkWithUs@TheGreatlyAgency.com