Logo & Branding Design Packages

BECKY'S GRAPHIC DESIGN

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At BGD we begin every project with a conversation. It's important to us to spend time listening to your story before we offer any solutions because every business is different. So before we offer final estimates we spend at least 15 minutes with you on the phone brain-storming strategies and solutions that work best for you. We also have you fill out a form about your business so we have your ideas in written form and finally we ask you to create a Pinterest board of your visual styles. These three forms of communication, combined with our knowledge of design and marketing will successfully create a unique brand that will be perfect for your business.

A LA CARTE

- Business Card: **$250**
- Rack Card: **$500**
- Letterhead + Envelope Design: **$200**
- Brochure Design: *Starts at $600*
- Social Media Templates: **$250**
- Email Newsletter Template: *Starts at $300*
- MailChimp eMail Setup: **$450**
- Marketing Direction Treatment and Written Content Packages: *Starts at $600*

BASIC LOGO DESIGN

It's important as a business to have a clear and appropriate logo to represent your company. However, we understand that small businesses need as small a package as possible to get the seed planted. If you just need a logo, here's where to begin.

This package includes:

- A primary logo designed from up to three options with and without your tagline
- One variation of the logo for alternate applications
- A primary color palette identified to use with the logo
- Final files for digital and print including: *social media sizes, watermark logo, and logo with/without the tagline*
- A one-page reference guide for using the logo

SPECIAL PRICE
$1200

If you're interested in working with us please fill out *this form.*

BRANDING PACKAGE

A company's visual brand not only includes the logo, but the graphic elements that surround it. A step up from the logo package, the Branding Package helps you to grow into your brand by providing more customized visual elements to use in a website design or on socials.

This package includes:

- Everything in the **BASIC LOGO DESIGN** package *plus...*
- 2-3 custom images (background patterns and textures)
- Complete branding guide including pairing suggestions for patterns/textures with color palettes
- Three custom pieces, delivered in PDF or .png format. Such as a *business card, letterhead, Facebook cover image or other social media templates, etc.*

SAVE OVER $400
$1850