

Logo & Branding Design Packages

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 time on the phone with you 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.

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

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.*



BECKY'S GRAPHIC DESIGN

615.562.7148 | 315.254.4983

It's time
to move
forward!

SCHEDULE A FREE
CONSULTATION

calendly.com/bgd

SPECIAL PRICE
\$1200

WE GROW
IDEAS INTO
BEAUTIFUL
BRANDS.

SAVE OVER \$400
\$1850

Small Business Start-Up Packages

If you have a brand new business these are the best options for you. We know you're excited to present yourself in a professional way so we've put these packages to give you just what you need AND save you money.



BECKY'S GRAPHIC DESIGN

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Ready to get started?

BASIC START-UP PACKAGE

This package includes a logo design and print pieces you need to advertise your business locally and offers building blocks to create your social media channels.

This package includes -

- Your Business **BASIC LOGO DESIGN** Package -
- Flyer or Rack card designed and prepped for printing
- Business card designed and prepped for printing

SAVE \$150

\$1800

SCHEDULE A FREE CONSULTATION

calendly.com/bgd

BRAND & WEB START-UP PACKAGE

For the most effective and comprehensive visual brand, we recommend having both digital and physical aspects of your business represented clearly and consistently.

This ultimate small business starter package includes:

- Everything in Full Business **BRANDING PACKAGE**
- Basic Squarespace website package with up to four pages
- Business card designed and prepped for printing
- Print piece or marketing direction from our a la carte menu

STARTS AT

\$4500

WE GROW

IDEAS INTO

BEAUTIFUL

BRANDS.

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**