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 you a proposal we spend time with you brainstorming strategies and solutions that will 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.

LOGO + BRANDING PACKAGE

It’s important as a business to have a clear and appropriate logo to represent your company. A company’s visual brand not only includes the logo, but the graphic elements that surround it. 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:

- A primary vector logo designed from up to three options with and without the tagline. The first designs will be in black and white only as color is often distracting. Color is added after the first review. We continue to offer variations and tweaking until the client approves the design.
- At least one variation of the logo is designed for alternate applications.
- A primary color palette will be identified to use with the logo and two to three additional selections will be made to use as a secondary palette.
- Final logo files will be created including files for digital (social/web) and print designs and saved to a folder for client access.
- 2-3 images or backgrounds will be included for use in website, social and print materials.
- Social media templates will be set up in paid Canva.com* to assist the client in executing the brand themselves.
- Three custom pieces, delivered in PDF or .png format. Such as a business card, LinkedIn cover image or other social media templates, etc.
- A complete branding guide will be created including pairing suggestions for patterns/textures with color palettes.

ADDITIONAL OPTION - CANVA.COM BRANDING SETUP AND TRAINING -

Make social media less stressful by having our team set up your brand on Canva.com and train you to use it quickly and easily. We take the brand we built for you and add it to be backend of Canva with your colors and fonts assigned. We create custom templates for your specific social channels to get you started. This includes a one hour one-on-one training session with Becky so she can answer all your questions. Plus we offer additional phone and email help after that as needed at no additional cost for up to a year.

(This option is available for just $499 and a paid $99 annual subscription to Canva for Work)

SPECIAL PRICE

$1850

SCHEDULE A FREE CONSULTATION

calendly.com/bgd

WE GROW IDEAS INTO BEAUTIFUL BRANDS.