

# Branding Packages

## 1 Scoop

BRANDING PACKAGE

**INVESTMENT: \$875**

*Split into two payments of \$437.50*

- 30 minute consultation
- Brand discovery and inspiration gathering
- 3 original logo concepts to choose from
- 1 final logo design, plus one variation
- 1 watermark design (if necessary)
- Typography/font selection
- Ownership of all logo files

APPROX TIMELINE: 1-2 WEEKS

REVISIONS: 2 ROUNDS PER PHASE

## 2 Scoop

BRANDING PACKAGE

**INVESTMENT: \$1,650**

*Split into two payments of \$825*

- Everything in 1 Scoop, plus; an upgrade to 4 logo concepts and 2 watermark designs
- 1 tagline mark or slogan
- Business Card: *Includes set-up for 2 employees*
- Stationery Design: *Letterhead, envelope, label, and notecard/thank you card*
- Postcard/Mailer Design: *Initial template design*
- 1-2 Page Flyer Design: *Newsletter, Menu, Price Sheet or Feature Sheet, etc.*

APPROX TIMELINE: 2-3 WEEKS

REVISIONS: 2 ROUNDS PER PHASE

## 3 Scoop

BRANDING PACKAGE

**INVESTMENT: \$2,500**

*Split into three payments of \$1250, \$625, \$625*

- Everything in 2 Scoop, plus; an upgrade to 5 logo concepts and 3 watermark designs
- Presentation Folder
- Social Media Imagery: *Banners and 2 posts*
- Signage: *Poster, foam signs, banners, etc.*
- Brochure: *Includes copywriting, based on questionnaire*

APPROX TIMELINE: 3-4 WEEKS

REVISIONS: 2 ROUNDS PER PHASE

**GET IN TOUCH FOR A CUSTOM DESIGN PACKAGE**

# More Details

## PRICING:

Please note, all the prices listed above do not include HST.

## PRINTING:

All pricing noted on the previous pages does not include printing. Scoop Design is pleased to offer custom printed collateral to help reinforce your brand and remain consistent throughout your marketing. Once we learn more about your design needs, we will put together a customized design estimate for your project.

## PRICES MAY CHANGE:

Prices and project details are subject to change without notice. Prices may also change depending on branding add-ons and project details.

## TIMELINES AND START DATES:

The timelines noted on the previous pages are approximates. Actual timelines will depend on final project details and requests, branding add-ons, and client response times. When we can start our project depends on current availability.

## CLIENT RESPONSIBILITIES:

This process is *collaborative*, therefore, we both have responsibilities to help ensure a beautiful and successful final product. Scoop Design promises to respect your time and our set schedule, and asks all clients to do the same by being timely with providing feedback, sending content, etc.

## REVISIONS:

Each step in the design process includes 2 rounds of revisions. Any additional revisions are charged at an hourly rate.