Basic Package

Includes the Brand Identity, which mainly focuses on the brand logo, brand colors, and typography. Suitable for start-ups with budget constraints yet in need of a foundation in carefully crafted branding.

from $3.900,-

Essentials Package

Includes the services of the Basic Package, in addition to Brand Design Elements, which encompass custom patterns, icons, and custom illustration designs.

from $5.900,-

Ultimate Package

Incorporates the Brand Strategy into the overall package. This strategy, crucial for successful brands, encompasses a blend of vision, mission, brand language, and values, along with various other elements.

from $8.900,-

Basic Package

Starts with an initial Moodboard

- 3 initial concepts
- 2 revisions

Final files for Web & Print + Brand Style Guide / Brand Book
as well as Social Media Profile Pictures and Favicon

Brand Indentity Design

- Logo Design (2 concepts)
- 2 Rounds of Revisions

- Primary, Secondardy & Submark Logo (1 concept)
- 2 Rounds of Revisions
- Logo Mockup Presentation

- Brand Color Palette (2 concepts)
- 2 Rounds of Revisions

- Brand Typography and Hierarchy (2 concepts)
- 2 Rounds of Revisions
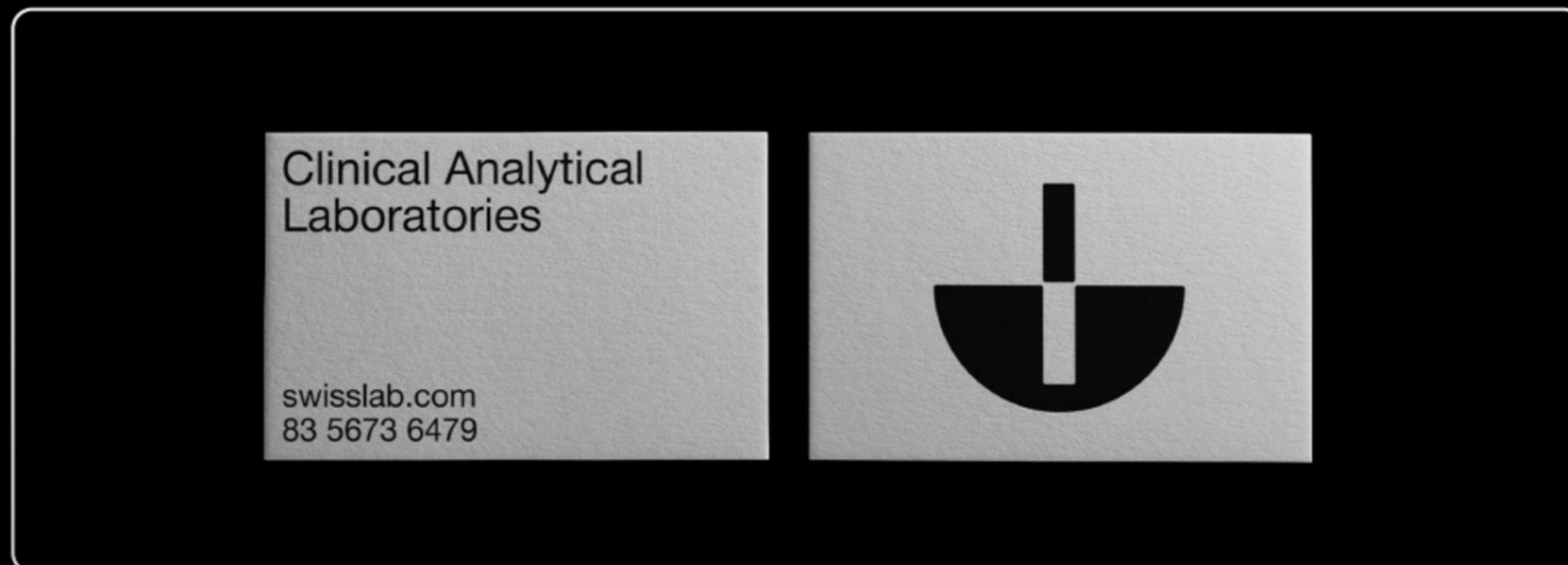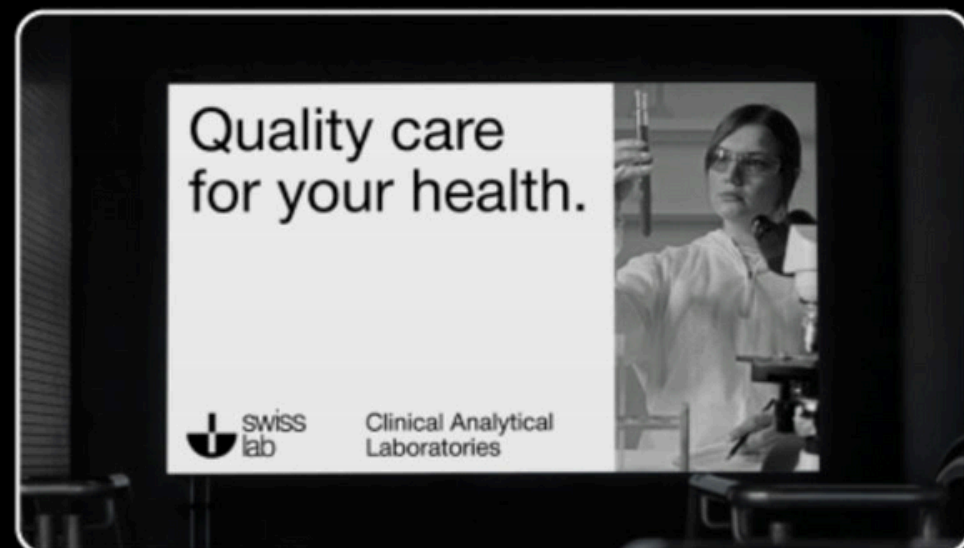- Typography Mockup Presentation

Essentials Package

Every component included in the Basic Package +

Final files for Web & Print + Brand Style Guide / Brand Book
as well as Social Media Profile Pictures and Favicon

Brand Design Elements

- Custom Pattern Dev. (1 concept)
- 2 Rounds of Revisions

- Custom Icons Dev. (5 items)
- 2 Rounds of Revisions
- Icon Mockup Presentation

- Custom Illustration Dev. (5 items)
- 2 Rounds of Revisions
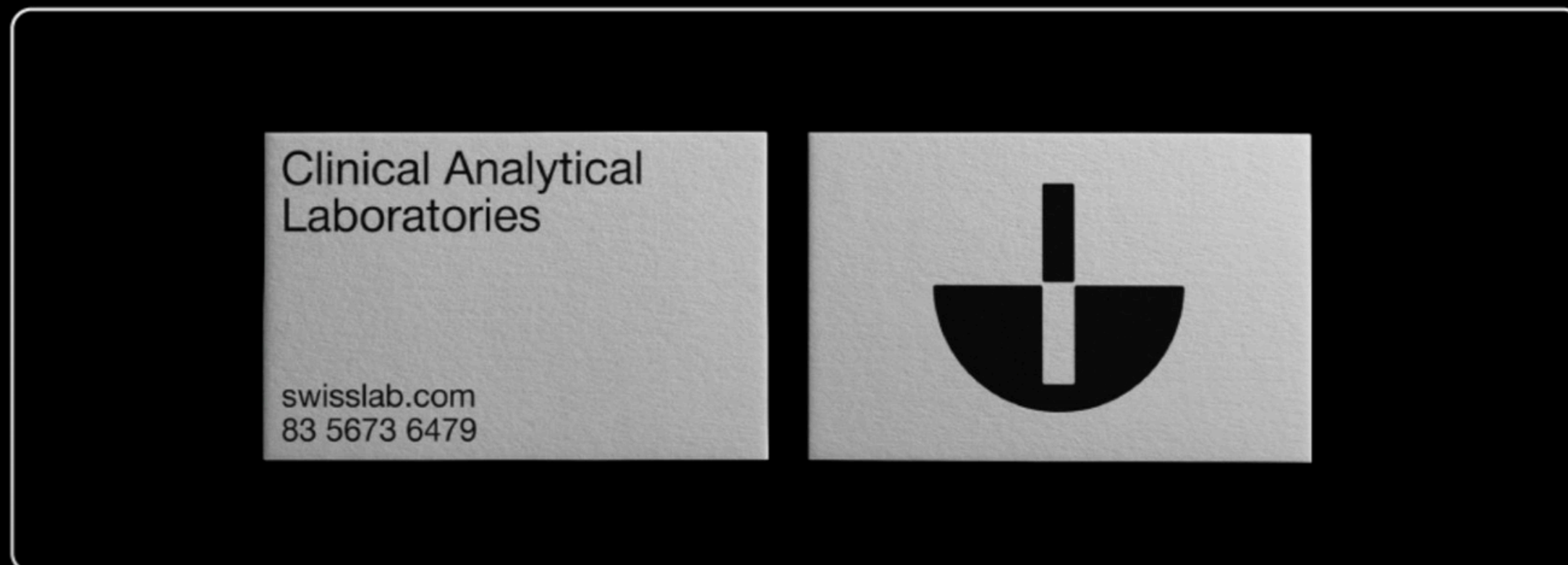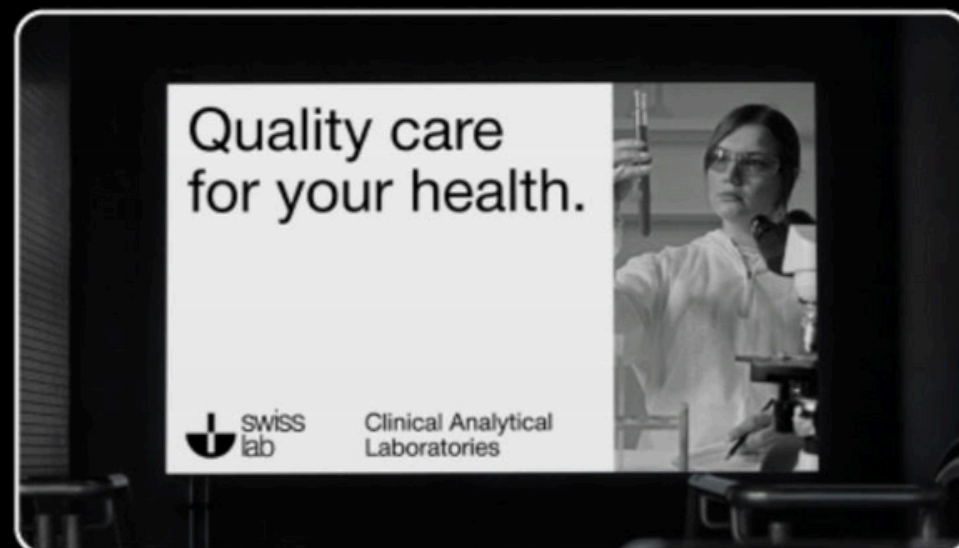- Illustration Mockup Presentation

Ultimate Package

Every component included in the Essentials Package +

Final files for Web & Print + Brand Style Guide / Brand Book as well as Social Media Profile Pictures and Favicon

Brand Strategy Development

- Brand Substance (Purpose, Vison, Mission)
- Brand Values
- Positioning Strategy
- Audience Development
- Brand Persona Development
- Brand Voice
- Brand Language + Vocabulary
- 2 Rounds of Revisions

- Brand Strategy Presentation

Ultimate Package

Every component included in the Essentials Package +

Final files for Web & Print + Brand Style Guide / Brand Book as well as Social Media Profile Pictures and Favicon

Brand Communication

- Core Message
- Brand Story
- Tagline and Hooks
- 2 Rounds of Revisions

- Brand Communication Presentation

In addition to the initial branding, we can conceptualize and design the following assets:

Each will be individually quoted

Graphic Design

- Includes a suite of visual elements such as logos, and infographics mainly focusing on the visual design and composition of various design elements (such as text, photos, and graphics).

Campaign Material

- Developed for a campaign specific purpose heavily focusing on expressing certain target values such as Email Templates, flyers or brochures.

Illustration Design

- Similar to Graphic Design Illustrations embody custom and creative image creation, specifically developed for the project such as custom images or background designs.
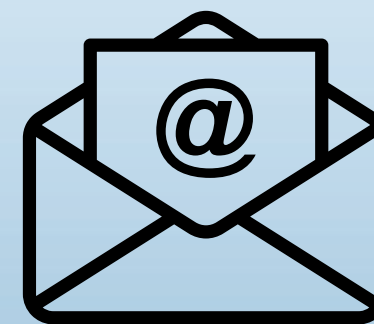
Print Designs

- Developing a diverse range of print materials, such as business cards, envelopes, and posters, among others.
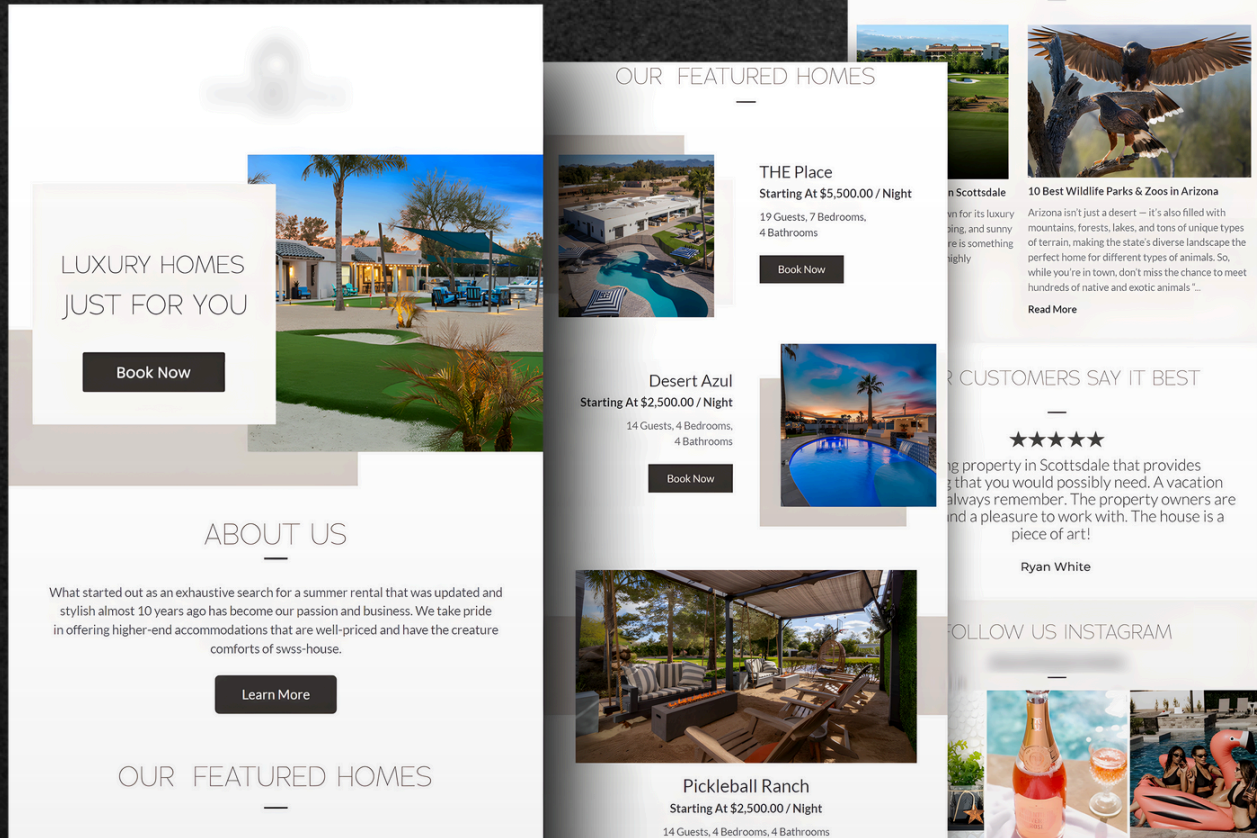
READY TO START?

contact@markenbuilder.com