

PACKAGE SHEET

Brand identity package

A mark people trust, and the rules that keep it sharp everywhere.

48 h	3 weeks	2
Hours	Delivery	Revisions

What is in

01 3 logo concepts, 1 refined into the final mark

02 Colour, type and logo usage rules

03 Concise brand guidelines (PDF)

04 Business card and letterhead, print-ready

05 Master files and app icon

06 Presentation + 2 revision rounds

What is not in

- Trademark search and registration
- Naming and slogan writing
- Printing
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Price on quote · written quote within 24 h

Timeline

Week 1	**Discover and explore** Brief call, market and competitor scan, three logo concepts, presentation.
Week 2	**Refine** Round 1 and round 2 on the chosen concept. Colour and type system.
Week 3	**Systemise and hand over** Guidelines, card and letterhead, master files, handover session.

Deliverables

ITEM	FORMAT	WHEN
Logo concepts	PDF presentation	Week 1
Refined logo, all lockups	AI · SVG · PNG · PDF	Week 2
Colour and type system	PDF · ASE	Week 2
Concise brand guidelines	PDF	Week 3
Business card and letterhead	Print-ready PDF	Week 3
Master files and app icon	Drive folder	Week 3

How we know it is done

- The logo reads at 16 px and on a 3 m sign
- Every colour has CMYK, RGB and HEX values that pass contrast for text
- A printer can produce the card from the files without questions
- The guidelines answer: which logo, which colour, which font, how much space

Add-ons, in hours

ITEM	HOURS
Extended guidelines	20 h
Tri-fold brochure	8 h
Simple packaging design	12 h
Logo intro	5 h

Package conditions

Your side

- Content and assets before kick-off
- One person who approves
- One consolidated list of notes per round, within 5 working days
- Late input moves the delivery date by the same time

Revisions and changes

- A revision is a change inside the approved direction
- A new direction is a new request
- An extra round is 1 hour
- Scope changes are sent in writing with their hours and date, and start after you approve

Payment and cancellation

- Prepaid by card or bank transfer
- Larger packages can be paid in 2 stages, written in the quote
- If you cancel, hours used are deducted, with a minimum of 30 % of the service's hours

Delay guarantee

- Miss a published date through our fault and 25 % of the request's hours return to your balance, automatically

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Full details in the service sheet (PDF)