Start Point



SERVICE SHEET

Brand identity design

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

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startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

01 ABOUT THE SERVICE

Brand identity design

We start from the business question, not the sketchbook. Three concepts, one refined mark, and a guideline a printer or developer can follow without asking.

Who it is for

- New businesses that need a name to look like a company from day one
- Growing brands whose logo no longer fits what they sell
- Teams that keep reinventing their look in every post and print job

The problem

Without one system, every designer, printer and developer guesses. The brand looks different in every place it appears, and customers stop recognising it.

What changes

One mark, one palette, one type system and written rules. Anyone who works on your brand can follow them without calling you.

At a glance

01 3 logo concepts, 1 refined

02 Colour, type and logo rules

03 Business card and letterhead, print-ready

04 Master files: AI, SVG, PNG, PDF

05 Presentation + 2 revision rounds

AS A PACKAGE

Identity package

48 h
Hours

3 weeks
Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

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

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- Trademark search and registration
- Naming and slogan writing
- Printing

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

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.

3 weeks

Identity package · 48 h

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

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

Conditions

The short version. The full text is in the service catalogue and on startpointit.com/terms.

Included

- A presentation session and 2 revision rounds on every request
- Open source files and 100 % ownership
- One account manager and WhatsApp support
- Official invoice, delivery via Drive or Figma

Not included unless quoted

- Development, hosting and domains
- Copywriting and translation
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

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

Hour credits

- Validity per pack, with one 30-day extension
- Hours move freely between services
- Your rate is fixed for the whole validity
- Credits are not refundable in cash
- Scale and Enterprise: up to 35 % of the balance per month

Ownership and portfolio

- Ownership transfers to you on full payment
- We may show the work in our portfolio unless you ask us not to, in writing

Delay guarantee

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

The trial

- 3 complimentary hours, valid 14 days
- After a 10-minute introductory call
- Any catalogue service up to 3 hours, one revision round
- Once per company

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Logo design	20 h
Concise brand guidelines	25 h
Extended guidelines (applications + icons)	45 h
Business card and letterhead	3 h
Tri-fold brochure	8 h
12-page company profile	24 h
Simple packaging design	12 h
Menu or catalogue	10 h
Roll-up banner	3 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 Your business in two sentences, and who buys from you

02 Any current logo or files, even if you plan to drop them

03 Three brands you like and one you do not, with the reason

04 Main competitors

05 Where the brand will live first: signage, app, social, packaging

06 Your deadline and who approves

Selected work



Haretna — Identity and Website

Haretna

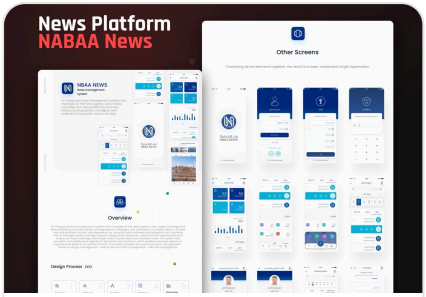
Scan to open the project



Daftario — Identity, App and School System

Daftario

Scan to open the project



NABAA News Management System — Product & Brand Identity

Emitac

Scan to open the project

Questions

Do I own the logo?

Yes. Full ownership and source files come with every delivery. No licensing step.

Need more than 2 rounds?

An extra round is 1 hour from your balance, or added to the package quote.

Can you keep parts of our current logo?

Yes. We can refine what you have instead of starting over. The hours are confirmed in your quote.

Next step

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

Request a quote · WhatsApp +20 101 667 0938