



BRANDING PACKAGES

Cordially
BRANDING / INVITATIONS / STATIONERY

process

Research and Discovery

Before any type of designing begins, it is essential to have a thorough research process. After careful study of your industry and business, your strengths and weaknesses as well as your target audience and competition, you will be shown a variety of design solutions that will help you reach your business goals.

Completion

You have limitless edits to your branding during the design process. Once you have selected your favorite design and we have made the necessary edits, we can continue designing the rest of the items in your package, such as alternate logo(s), business stationery, and other branding items. Your choice of branding items can range from package design, PDF presentation, website design, signage, and so on depending on your individual needs.

Design

Once we have decided on a creative direction for your brand, we can begin designing your identity. This process will begin with some sketching and ideation. Between 5-10 of these will be digitized and developed, after which 3-4 of them will be selected for your review and feedback.

Ownership

Within a 2-8 week span (depending on which package you have selected), you will receive exported files as well as the original vector artwork. You are also welcome to receive a one-hour training to learn how to use your branding items and answer all of your questions in regards to management and future updating.

YOUR BRAND

packages

Logo Design

This package is great for individuals or small businesses who are not ready for full branding but need a logotype or logomark to represent their name.

2-3 WEEKS | \$500

PHONE CONSULT
BRAND RESEARCH
UP TO THREE ROUNDS OF REVISIONS
1 FINAL LOGO

The Branding Essentials

This is the perfect package for new businesses. I will provide everything necessary to position your brand and get the branding support you need. Your choice of branding items may include business card, packaging, signage, presentation, style guide, etc.

4 WEEKS | \$2,000

PHONE/IN-PERSON CONSULT
BRAND RESEARCH
STYLE/MOOD BOARD
UNLIMITED ROUNDS OF REVISIONS
COLOR PALETTE + FONT STYLE GUIDE
1 FINAL LOGO + 1 ALTERNATE
1-2 ALTERNATIVE BRANDING ITEMS

The Branding Advantage

This includes all of The Branding Essentials as well as additional alternative logos and branding items. This package is best for a business that needs design across the board—this will cover all of your customer touch points to create a cohesive experience and memorable brand.

6 WEEKS | \$2,500

PHONE/IN-PERSON CONSULT
BRAND RESEARCH
STYLE/MOOD BOARD
UNLIMITED ROUNDS OF REVISIONS
COLOR PALETTE + FONT STYLE GUIDE
1 FINAL LOGO + 2-3 ALTERNATES
2-3 ALTERNATIVE BRANDING ITEMS

The Branding Advantage + Web

This is the ultimate package for businesses who need everything from The Branding Advantage as well as web design and assets. This is available for either WordPress or Squarespace platforms and does not include programming.

8 WEEKS | \$3,800

THE BRANDING ADVANTAGE PACKAGE
COMING SOON LANDING PAGE
WEBSITE DESIGN (UP TO 10 PAGES)
CUSTOM ICONS & BUTTONS
OVERSEEING & MANAGING PROGRAMMER

À LA CARTE

Services

Photo Editing

Whether you hired a professional photographer or decided to take the DIY route, consistent photo editing is a great way of keeping your images on brand and recognizable.

1-2 WEEKS | \$60 P/H

PHONE CONSULT

PHOTO RETOUCHING

PHOTO PROCESSING DEVELOPMENT

Copy Editing

If you are at the beginning of your business and are unable to hire a copywriter, this service is perfect for professional editing of your own tone of voice.

1-2 WEEKS | \$60 P/H

PHONE CONSULT

PROOFREADING

EDITING TONE OF VOICE

Social Media Planning

Similar to the contents of a magazine, your social media needs a weekly plan that will not only help you with your content but also give your audience a sense of familiarity.

1-2 WEEKS | \$60 P/H

PHONE CONSULT

BRAND RESEARCH

STYLE/MOOD BOARD

WEEKLY "EDIT" PLAN

Art Direction

Perfect for a client who needs assistance in a hands-on environment that requires creativity and feedback. This service includes participation in execution of channel content including web, retail, social, digital media, email, and events.

2-4 WEEKS | \$75 P/H

MAY INCLUDE ASSISTANCE WITH:

PHOTO SHOOT

CREATIVE DEVELOPMENT

GUIDELINES AND/OR TRAINING

MARKETING STRATEGY

A PERSONAL NOTE

Thank you!



I HOPE THIS PACKET HELPS AS YOU PREPARE FOR YOUR
BRANDING PROCESS (AND I LOOK FORWARD TO MEETING YOU
AT A CONSULT)!

XOXO,
DEANNA NALBANDIAN
Owner and Designer

818.732.8302
info@cordiallyinvite.com
@cordiallyinvite