

YOUR BRAND STRATEGY PARTNER

Level 1 Quick and Dirty	Level 2 Recommended	Level 3 Deep Dive
<p><u>RESEARCH</u> Assessment meetings</p> <p>Logo: 3 sketches, 2 renders</p> <p>Competitive Analysis: 10 competitors - main site message</p> <p>Vision & Values: Determined during assessment meeting with Traci</p>	<p><u>RESEARCH</u> Assessment meetings</p> <p>Logo: 5 sketches, 3 renders</p> <p>Competitive Analysis: 25 competitors - main site message, social scan</p> <p>Vision & Values: 2 rounds, + determining your Who/What/Why</p> <p>Defining Your Target Audience(s)</p>	<p><u>RESEARCH</u> Assessment meetings</p> <p>Logo: 10 sketches, 5 renders</p> <p>Competitive Analysis: 50 competitors - main site message, social scan, content analysis</p> <p>Vision & Values + determining your Who/What/Why</p> <p>Defining Your Target Audience(s) —</p> <p>SWOT Analysis</p> <p>Defining Your Value Proposition</p>
<p><u>DELIVERABLES</u> Final Logo: Full and mark, both in color, black, and white</p> <p>Research Summary</p> <p>1-page Design Summary</p> <p>Basic Written Style Guide</p>	<p><u>DELIVERABLES</u> Final Logo: Full, mark, and stack, all in color, black, white, and reverse</p> <p>Research Summary</p> <p>1-page Design Summary + Expanded Brand Guide</p> <p>Expanded Written Style Guide</p>	<p><u>DELIVERABLES</u> Final Logo: Full, mark, stack, and other, all in color, black, white, reverse, and other</p> <p>Research Summary</p> <p>1-page Design Summary + Expanded Brand Guide + Use Cases</p> <p>Expanded Written Style Guide</p> <p>Brand Rollout List</p>
\$1000	\$2000	\$5000

