



Contact us:
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BRAND IDENTITY: KIT OF PARTS

*ROR = Rounds of Review

Brand Identity Kit of Parts

Branding

Don't have packaing? Just need branding? Or does your current brand need a freshen up?

This is the perfect package for you! All your brand elements in one consistent place. We like to call this our 'Kit of Parts' package - for a dependable and foolproof brand!

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- Discovery Call
- Brief Questionnaire

PHASE 1: Definition

- 2x Creative Territories

PHASE 2: Creation (1 ROR)*

- 1x Primary & Secondary Logo design
(for a new brand or current logo optimisation!)
- Kit of Parts document:
 - > Primary & secondary logos
 - > Typography
 - > Colour Palette/use of colour
 - > Bespoke Icons/Patterns/Illustrations
 - > Mood imagery/look & feel

PHASE 3: Social Media (1 ROR)*

- General look & feel guidance
- 3x Instagram Grid Posts
- 3x Instagram Story Posts
- 3x Instagram Background Templates
- 3x Highlight icons

PHASE 4: Implementation

- Assets Delivery

Any additional reviews or elements not included in the package will be billed at our hourly fee of 75/h.

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