



Contact us:  
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# The Start-up Formula

## Bronze

Are you a startup or a small business looking for the branding and packaging all in one place? No worries! That's why The Startup Formula was born.

The *Bronze* package is a perfect starter package with all the elements you will need to kick-off your brand. This includes; branding, packaging, social media assets & more!

### DELIVERABLES • DELIVERABLES • DELIVERABLES • DELIVERABLES

- Discovery Call
  - Brief Questionnaire
- PHASE 1: Definition**
- 2x Creative Territories
- PHASE 2: Creation (1 ROR)\***
- 2x Primary & Secondary Logo proposals
  - 2x Packaging proposals for 1 master SKU
  - Typography
  - Colour Palette
  - Bespoke Icons/Patterns/Illustrations
  - 1x additional SKUs Rollout Design
  - Total of 2x SKUs Print-Ready Artworks

- PHASE 3: Launch (1 ROR)\***
- Social Media Assets
- 6x Instagram Launch Posts
  - 3x Instagram Launch Stories
  - 3x Instagram Background Templates
- PHASE 4: Implementation**
- Assets Delivery

Any additional reviews or elements not included in the package will be billed at our hourly fee of 80/h.

\*ROR = Rounds of Review