



Contact us:  
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THE STARTUP FORMULA **GOLD**

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# The Start-up Formula

## Gold

Are you a start-up 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 *Gold* package is our most comprehensive package option. We will help your brand from start to finish. Including; naming, branding, packaging, social media assets, brand guidelines & more!

### DELIVERABLES • DELIVERABLES • DELIVERABLES • DELIVERABLES

- Discovery Call
- Brief Questionnaire

#### PHASE 1: Definition (2 ROR)\*

- 3x Naming Proposals
- Brand Strategy
- 2x Creative Territories

#### PHASE 2: Creation (2 ROR)\*

- 2x Primary & Secondary Logo proposals
- 2x Packaging proposals for 1 master SKU
- Typography
- Colour Palette
- Bespoke Icons/Patterns/Illustrations
- 3x additional SKUs Rollout Design
- Total of 4x SKUs Print-Ready Artworks

#### PHASE 3: Launch (2 ROR)\*

##### Social Media Assets

- 12x Instagram Launch Posts
- 3x Instagram Launch Stories
- 3x Instagram Background Templates
- 4x Instagram Highlight Icons
- 2x Instagram Animated Giphys

##### Unboxing Experience

- 2x Mailer Box Design Proposals
- 2x Leaflet/Brochure Proposals
- Sticker Sheet

#### PHASE 4: Implementation

- Brand Guidelines
- Assets Delivery

Any additional reviews or elements not included in the package will be billed at our hourly fee of 70/h.

**PAYMENT  
PLANS  
AVAILABLE**

\*ROR = Rounds of Review