



Contact us:  
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THE STARTUP FORMULA **SILVER**

# The Start-up Formula

# Silver

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 *Silver* package is a fully rounded package with all the elements you will need to start your brand. This includes; branding, packaging, social media assets, brand guidelines & more!

## DELIVERABLES • DELIVERABLES • DELIVERABLES • DELIVERABLES

- Discovery Call
  - Brief Questionnaire
- PHASE 1: Definition** (1 ROR)\*
- 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
  - 2x additional SKUs Rollout Design
  - Total of 3x SKUs Print-Ready Artworks

- PHASE 3: Launch** (1 ROR)\*
- Social Media Assets
- 6x Instagram Launch Posts
  - 3x Instagram Launch Stories
  - 3x Instagram Background Templates
  - 2x Instagram Highlight Icons
- 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 75/h.



\*ROR = Rounds of Review

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