



BRANDING PACKAGES

put your best foot forward.

colourpac.

BUREAU

FEBRUARY INSTAGR

@COLOURPAC



THE 2020 PACKAGES

1. / **THE STARTERS**

This pack is designed for those just starting out, or those wanting a bit of a branding booster without spending too much of your profits.

2. / **A BIT MORE**

This pack is designed for those who are a little further along in their business journey and need to get their branding aligned with their biz direction and future goals.

3. / **I WANT IT ALL**

This pack is designed for those who are ready to GO BIG, step out and be your brand!

It's all you'll need for a solid brand foundation and visual system with a whole wack of materials to get out there!

4. / **SOCIAL STARTER / ADD-ON**

This pack is designed for those who want to get their social channels aligned with their branding and have a bank of ready to use templates at their fingertips!



the starters

THE STARTERS PACK

This pack is designed for those just starting out, or those wanting a bit of a branding booster without spending too much of your profits.

Our package will give you the flexibility and to put the future of your brand into YOUR hands.

INCLUSIONS:

- A 45 minute Consultation (Mini Pre-questionnaire and consult to determine brand direction)
- Custom designed primary logo
- alternate logos including tagline, landscape and profile versions
- colour palette
- font pairings
- brand board (simple guidelines)

INVESTMENT:

\$600 (GST incl.)

TIMEFRAME:

1-2 Weeks

TERMS:

- 20% off any additional printing you would like to add to your package. This is valid for 30 days after completion of your package.
- Not valid with other promotions.



a bit more

A BIT MORE PACK

This pack is designed for those who are a little further along in their business journey (or past the 'awkward teenage phase' as we call it) and need to get their branding aligned with their biz direction and future goals. It's for you if you're ready to step-up and grow.

INCLUSIONS:

- A 60 minute Consultation (Pre-questionnaire and consult to determine brand direction)
- Custom designed primary logo
- alternate logos including tagline, landscape and profile versions
- colour palette
- font pairings
- brand board (simple guidelines)
- 2 x pieces of custom designed marketing materials of your choice*

INVESTMENT:

\$1850 (GST incl.)

TIMEFRAME:

2-4 Weeks

TERMS:

- *Your choice from a list of marketing materials provided on booking enquiry. Design only.
- 20% off any additional printing you would like to add to your package. This is valid for 30 days after completion of your package.
- Not valid with other promotions.



i want it All

I WANT IT ALL PACK

This pack is designed for those who are a little further along in their business journey (or past the 'awkward teenage phase' as we call it) and need to get their branding aligned with their biz direction and future goals. It's for you if you're ready to step-up and grow.

INCLUSIONS:

Branding:

- A 60 minute Consultation (Pre-questionnaire and consult to determine brand direction)
- Custom designed primary logo
- Alternate logos including tagline, landscape and profile versions
- Colour palette
- Font pairings
- Comprehensive Brand guidelines

Collateral:

- Email signature
- Header banners for two Social media platforms of your choice
- 10 x Square social media tile templates
- Custom designed business card, letterhead and with comps/Thank you card#
- 2 x pieces of custom designed marketing materials of your choice*

INVESTMENT:

\$2950 (GST incl.)

TIMEFRAME:

4-6 Weeks

TERMS:

- *Your choice from a list of marketing materials provided on booking enquiry. Design only.
- #Design only.
- 20% off any additional printing you would like to add to your package. This is valid for 30 days after completion of your package.
- Not valid with other promotions.



social starter

SOCIAL STARTER ADD-ON PACK

This pack is designed for those who want to get their social channels aligned with their branding and have a bank of ready to use templates at their fingertips!

INCLUSIONS:

- A 20 minute Consultation (Briefing)
- Header banners for two platforms of your choice
- 4 x Square tile designs
- 4 x Rectangular tile designs
- 4 x Portrait tile designs
- All provided as Canva templates.

INVESTMENT:

\$250 (GST incl.)

TIMEFRAME:

1 Week

TERMS:

- Available as an add-on service for Brand Package clients.



* COLLATERAL CHOICES

/ PRINT

- Business Stationery: cards, letterhead, with comps, thank you card
- Environmental signage: shop front, a-frame, pull-up banner etc.
- Double sided promo flyer (DL, postcard, A4)

/ DIGITAL

- Website: hero image, service tile, portrait graphic, testimonial graphic etc.
- Email signature
- Presentation slides (3 x slides)

TERMS:

#Design only.



I'm ready to get started

INFO@COLOURPAC.COM.AU

P 02 4952 2388

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