

Pippa DESIGNS



SERVICES & PRICING

pippa@pippa-designs.com

Logo Branding Pack - \$250*

- Client questionnaire
- Milanote mood board collab
- Main Logo Design
- Logo variation / sub-logo
- Brand Style Guide
- Typography recommendation
- Color Palette
- Files delivered in vector, print and web formats

Logo Branding + Social Media Pack - \$380*

All of the above plus:

- Social Media Profile Image
- Facebook Page Cover (Profile and Business Page)
- Instagram Highlights Icons (up to 6)
- Instagram Post Templates (Canva) - also suitable for facebook as standard size is used.

*Payments to be made via Bank Transfer. Payments made via Paypal will be subject to an additional charge, please enquire for more details.

THE PROCESS

STEP ONE:

I will start by sending you a questionnaire about your brand, audience and preferences. Following that I will send you an invoice for a non-refundable 30% deposit, and key project dates.

STEP TWO:

Using details from your questionnaire I will share a mood board using [Milanote](#). The idea of the mood board is to get a feel of your brand's personality and vision. You will be able to add your own ideas and comments on the board. Once you are happy with the style and colour theme, we can move onto the next step.

STEP THREE:

I will work on two unique logo concepts for you using the inspiration from the mood board. Both will be quite different to gauge which style you prefer. Once you've selected which 'path' to go down, you will have up to 3 revisions. I will also create a sublogo which could be a different colour to suit a dark background or it may be with/without a tagline etc. If you need extra revisions or logo variations, that is not a problem but will be charged additionally.

STEP FOUR:

Once all the logos are finalised, I will put a 'Brand Board' together that displays all of your branding elements together for you to sign off. I will then create a 'Brand Style Guide' which will contain details and codes of all the colours used in your brand concept as well as suggestions for typography for use in future collateral or your website.

Once the final project balance has been paid, I will transfer all final files over to you.