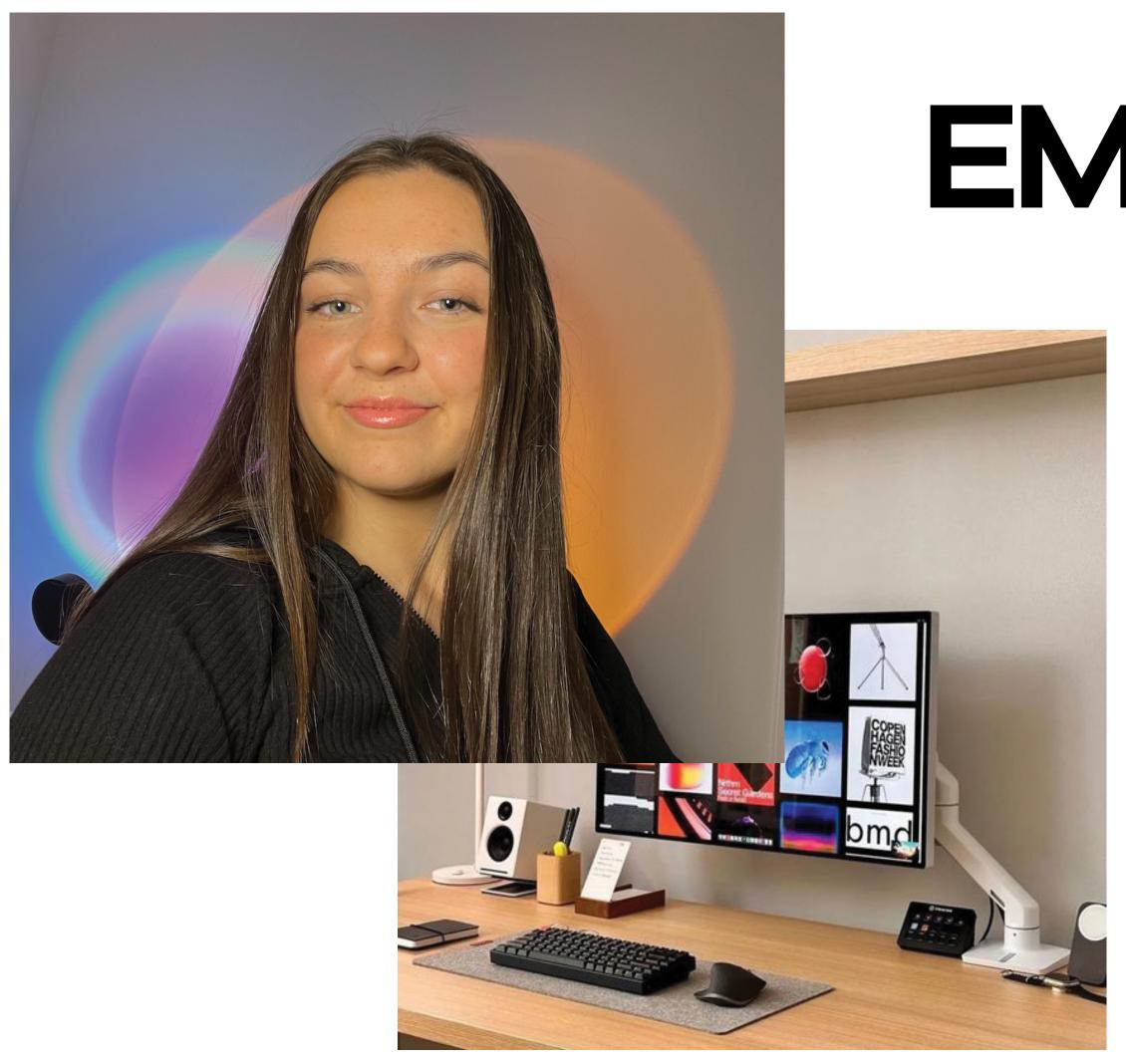# EMILY MORGAN

Creates

BRAND DESIGN PACKAGE

EMILY MORGAN
Creates

Thank you so much for choosing Emily Morgan Creates to help design a brand that best suits your needs! My goal is to give you a brand design that will help you/your business achieve its goals!

Brand designs are more than just a logo- it's a way to connect with your audience in a meaningful and lasting way. It's important that we create designs that commuicates your brand's values to your intended audience.

Alongside communicating your values, your brand design is created to help you stand out against your competitors - so let's make your brand stand out!

BRAND DESIGN PROCESS

Stage 1: Discovery Call & Questionnaire

First step, let's chat about what you're looking for in your logo design! We can set up a phone/zoom call to go over the design direction, timeline, pricing and anything else. I will also send over a design questionniare for you to fill out before the call to get a good sense of the project.

Stage 2: Research & Brainstorm

In this phase, I'll dive into research around your brand, your industry, and relevant logo design inspirations to build a focused moodboard. This moodboard will include visual references, color palette directions, and potential typography options. The goal is to ensure we're aligned on the overall creative direction before moving into concept development.

Stage 3: Logo Design Concept

Now let's start designing! Here I will sketch ideas for your logo design and figure out what concept best suits your needs.

Stage 4: Your Feedback

After sending you the logo design concept, you will give me any and all feedback you have!

Stage 5: Final Logo Design

After receiving your feedback, I will finalize the logo design and create the secondary logos to help create your logo design package.

Stage 6: Brand Assets

When we finish up the logo designs, we will get to creating your brand's assets which will consist of patterns, fonts, icons, imagery, etc.
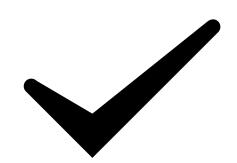
Stage 7: Mock-ups & Presentation

Once the logo design is finished, I will put it on relevant mock-ups which will help you see what the logo will look like in real life! As well as create a branding guide!

Stage 8: Design Files

Lastly, I will send over all the needed design files through a google drive link (PNGs, PDFs, SVGs, EPSs, etc)! If you need more logo files in the future, feel free to reach out whenever!
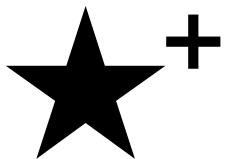
BRAND DESIGN PACKAGES

Standard Package: $5,000

- Mood board
- Logo design concept
- One round of revisions
- Primary logo and secondary logos
- Color pallet and fonts
- Brand Assets: Icons, Patterns, Stock Imagery & Video
- Packaging/Merchandise design
- Presentation and mockups
- Logo files

Premium Package: $6,000

- Mood board
- Logo design concept
- Two rounds of revisions
- Primary logo and secondary logos
- Color pallet and fonts
- Brand Assets: Icons, Patterns, Stock Imagery & Video
- Packaging/Merchandise design
- Presentation and mockups
- Logo files

Premium Plus Package: $7,000

- Mood board
- Two logo design concepts
- Three rounds of revisions
- Primary logo and secondary logos
- Color pallet and fonts
- Brand Assets: Icons, Patterns, Stock Imagery & Video
- Packaging/Merchandise design
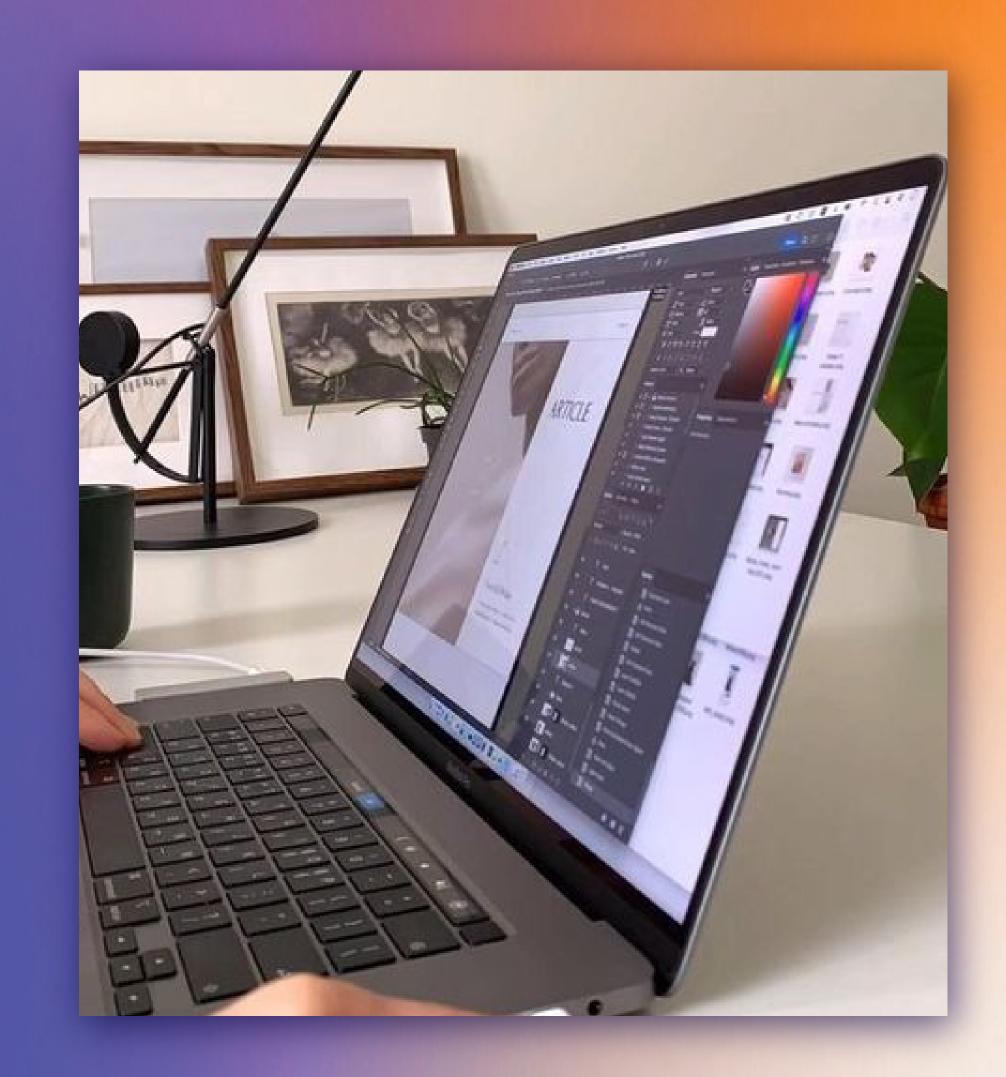- Presentation and mockups
- Logo files

Standard Package: $5,000

Price Breakdown/Schedule:

• Retainer Payment = $1,000

• Mood board = $300

• Logo design concept = $1000

• One round of revisions = $300

• Primary logo and secondary logos = $1000

• Brand Assets = $500

• Color pallet and fonts = $100

• Packaging/Merchandise Design = $500

• Presentation and mockups = $200

• Brand files = $100

if client wants to pay in a different schedule, we can discuss that on the discovery call!

Premium Package: $6,000

Price Breakdown/Schedule:

• Retainer Payment = $1,500

• Mood board = $300

• Logo design concept = $1,000

• Two round of revisions = $600

• Primary logo and secondary logos = $1,000

• Brand Assets = $500

• Color pallet and fonts = $300

• Packaging/Merchandise Design = $500

• Presentation and mockups = $200

• Brand files = $100

if client wants to pay in a different schedule, we can discuss that on

the discovery call!

Premium Package: $7,000

Price Breakdown/Schedule:

• Retainer Payment = $1,500

• Mood board = $300

• Two logo design concepts = $1,700

• Three round of revisions = $900

• Primary logo and secondary logos = $1,000

• Brand Assets = $500

• Color pallet and fonts = $300

• Packaging/Merchandise Design = $500

• Presentation and mockups = $200

• Brand files = $100

if client wants to pay in a different schedule, we can discuss that on the discovery call!

WHAT'S NEXT???

After filling the Logo Design Questionnaire and signing the Logo Design Onboarding documents, you will receive a moodboard/design direction document via email!

After receiving the moodboard, please provide any feedback regarding the design direction and logo design inspiration. And then we will get to creating the perfect logo for you!

If you have any questions, please feel free to shoot me an email at emilymorgancreates@gmail.com

EMILY MORGAN *CREATES*