



## Branding & Logo Development Packages

We help organizations transform ideas into powerful visual identities. From strategy to design, Information Experts builds brands that look professional, feel authentic, and leave a lasting impression.

### BRANDING ESSENTIALS **\$2,000**

A strong brand begins with clarity and consistency. This package helps you identify your mission, values, and audience while building a professional visual identity that reflects your organization's purpose and personality.

- Discovery workshop and brand audit (mission, values, audience, competitors)
- Logo design with 2-3 initial concepts and up to 2 revision rounds
- Primary and secondary color palette
- Font and typography recommendations
- Tagline development (one tagline + alternate)
- Simple brand style guide (with logo usage, color specifications, and typography rules)
- Digital-ready logo files (AI/EPS, PNG, and JPG formats in color and monochrome)

### BRANDING PREMIUM **\$4,000**

This complete branding package expands on the essentials by adding extended guidelines and ready-to-use templates that bring your identity to life across digital and print applications.

Includes everything in Branding Essentials, plus:

- Extended brand guidelines with visual examples for multi-media applications
- Basic stationery design (business card, letterhead, email signature)
- Social media profile and banner design for up to two platforms
- Branded video background for virtual meetings and online presentations

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or set up a time to meet: <https://bit.ly/book-with-gabriela>