

CROSS CREATIVE
BRANDING AND DESIGN
SERVICES PACKAGE

BRANDING PACKAGE

Overview:

Our comprehensive branding package is designed to give your business a distinct and memorable identity that resonates with your target audience. This package includes a complete brand overhaul, from the creation of a unique logo to the development of a cohesive visual identity that reflects your company's values and mission.

DELIVERABLES

PRICING: \$3,500

- **Brand Discovery Session:** An in-depth session to understand your business, target audience, and brand goals.
- **Logo Design:** Custom logo design with three initial concepts and two rounds of revisions.
- **Color Palette:** Development of a primary and secondary color palette that aligns with your brand identity.
- **Typography:** Selection of primary and secondary fonts for use in all marketing materials.
- **Brand Voice and Messaging:** Guidelines on tone, style, and key messaging points for consistent communication.
- **Brand Assets:** Business cards, letterheads, and social media profile graphics.

STYLE GUIDE DELIVERY

Overview:

To ensure consistency across all your marketing materials, we provide a comprehensive style guide that outlines the usage of your brand assets. This guide serves as a reference for your team and any third-party vendors.

DELIVERABLES

PRICING: \$1,500

- **Logo Usage Guidelines:** Detailed instructions on logo placement, sizing, and spacing.
- **Color Usage:** Specifications for primary and secondary colors, including RGB, CMYK, and HEX codes.
- **Typography Guidelines:** Instructions on font usage for different types of content.
- **Imagery Guidelines:** Recommendations for photography and graphic styles that align with your brand.
- **Templates:** Pre-designed templates for common materials such as presentations, social media posts, and email signatures.

ONLINE LAYOUT SOFTWARE SETUP

Overview:

Empower your team to create professional marketing materials with ease. We set up and customize an online layout software solution (such as Canva or Adobe Express) tailored to your new brand guidelines.

DELIVERABLES

- **Software Selection and Setup:** Consultation to choose the best online layout software for your needs and complete setup.
- **Custom Templates:** Design of branded templates for social media posts, flyers, brochures, and other marketing materials.
- **Training Session:** A live training session to teach your team how to use the software effectively.
- **Support:** One month of post-setup support to assist with any questions or issues.

PRICING: \$1,200

WIX-BASED SITE SEO OPTIMIZED

Overview:

Get a professional online presence with a custom-designed Wix website. We build a user-friendly website optimized for search engines, ensuring your business is easily found online.

DELIVERABLES

PRICING: \$2,500

- **Website Design and Development:** Custom design of a five-page Wix website (Home, About, Services, Blog, Contact) .
- **SEO Optimization:** Basic SEO setup including keyword research, meta tags, alt text for images, and site speed optimization.
- **Content Integration:** Integration of your content, including text, images, and videos.
- **Google Analytics Setup:** Installation and configuration of Google Analytics to track website performance.
- **Training and Handover:** A training session to show you how to update and maintain your website.

Optional Add-ons:

- Additional Website Pages: \$200 per page
- Advanced SEO Services: \$800
- Monthly Website Maintenance: \$150 per month

TOTAL PACKAGE

Overview:

Full Branding and Design Services Package
(includes all four services with a \$200
discount).

DELIVERABLES

- Branding Package
- Style Guide Delivery
- Online Layout Software Setup
- Wix-Based Website SEO Optimized

PRICING: \$8,500

Optional Add-ons:

- Additional Website Pages: \$200 per page
- Advanced SEO Services: \$800
- Monthly Website Maintenance: \$150 per month

WHY CHOOSE © CROSS CREATIVE

EXPERIENCE AND EXPERTISE

We work closely with you to ensure our solutions align with your vision and business goals.

With years of experience and a proven track record, we understand what it takes to create a brand that stands out.

CLIENT- CENTRIC APPROACH

END TO END SOLUTIONS

From branding to website design, we offer a complete package that covers all your needs.

CROSSCREATIVE.CO

CONTACT US today to schedule a consultation and take the first step towards elevating your brand!