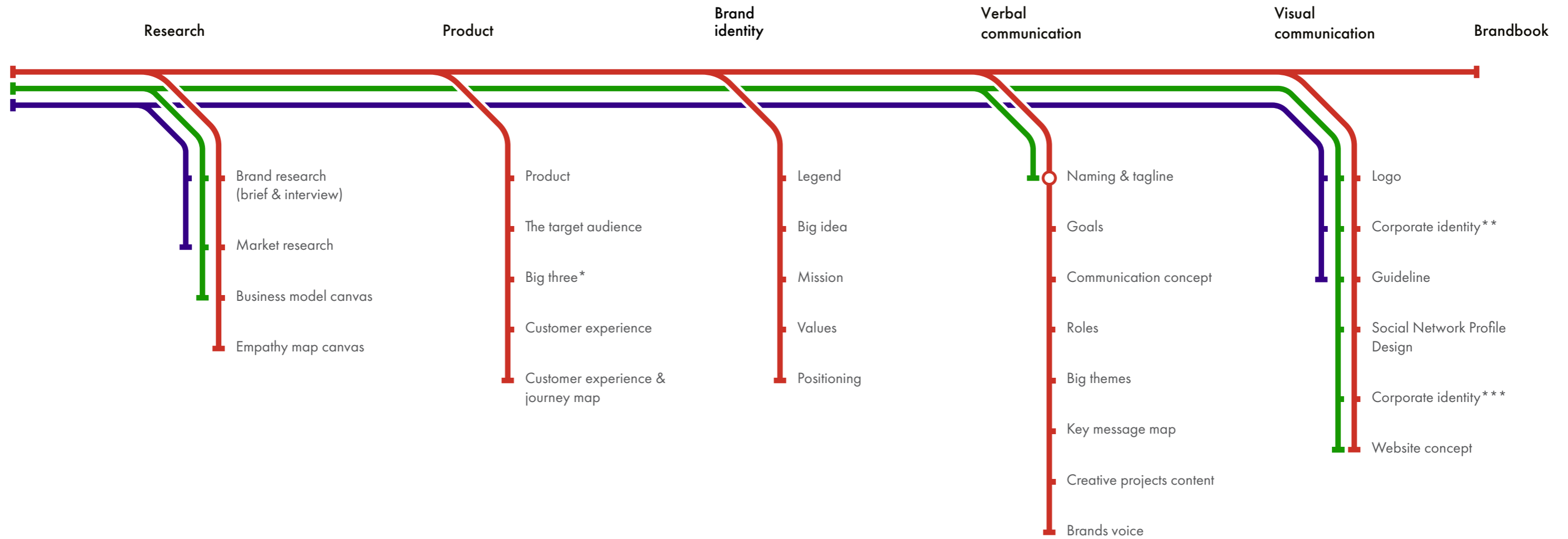


Branding Roadmap



○ Naming & tagline – 1.000\$ – 10 days

— Blue line – 2.900\$ – 15 days

— Green line – 11.600\$ – 30 days

— Red line – 29.000\$ – 90 days

* Emotion, Ration, Motives

** 5 elements to choose

*** 30 elements to choose

Blue line – 2.900\$

Research

Brand research (brief & interview)
Market analysis (desk research)

Visual communication

Logo (3 concepts)
Idea concept description
Fonts
Colors (main, secondary, black & white, combinations)
Minimum size and security field
Invalid logo usage guidelines
Design of corporate materials - 5 pieces to choose from

Brand guideline

Green line – 11.600\$

Research

Brand research (brief & interview)
Market analysis (desk research)
Business model canvas

Verbal communication

Naming & tagline (optional)

Visual communication

Logo (3 concepts)
Idea concept description
Fonts
Colors (main, secondary, black & white, combinations)
Minimum size and security field
Invalid logo usage guidelines
Graphic elements
Pattern
Corporate identity
Website concept
Social network profile design
File usage guid

Brand guidelines

Red line – 29.000\$

Research

Brand research (brief & interview)
In-depth market research
Business model canvas
Empathy map canvas

Brand strategy

Product, target audience, Big thee (emotion, ratio, motives), consumer experience, Customer experience & journey map, ideology, legend, big idea, mission, values, ositioning, brands voice

Verbal communication

Naming & tagline (oprional), content (copywriting), goals, the communication concept, roles, big themes, key messages map, creative projects content

Visual communication

Logo (3 concepts), fonts, colors, minimum size and security field, invalid logo usage guidelines, graphic elements, pattern, corporate identity, social network profile design, website concept

Brandbook