



# Welcome to The Visual Identity Package Guide!

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# Hey There, I'm Jonae Bond.

I'm thrilled to have you here! In the following pages, you'll discover all the details about our Visual Identity Design service, including our creative process and everything you need to know to get started.

From how to inquire and book with us to what to expect throughout the journey, we've got you covered! Let's dive in and take your brand's visuals to the next level together!



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# Visual Identity Design

Your brand should be a true reflection of who you are! We're here to help you create a visual identity that tells your unique story with genuine flair. From picking out a unique color palette to crafting logo variations and guidelines, we lay down a solid branding foundation. Our collaborative process explores your brand's one-of-a-kind qualities and transforms them into eye-catching visuals.

**Timeline:** 4 business weeks



**Primary Logo:** The cornerstone of your brand's visual identity, a bespoke primary logo designed to make a powerful first impression.



**Secondary Logo:** A versatile alternative to your primary logo, ensuring flexibility across various mediums.



**Submark & Brandmark Logo:** A simplified emblem of your brand for use in smaller spaces, maintaining brand recognition.



**Color Palette:** A carefully curated selection of colors that reflects your brand's personality and enhances visual appeal.



**Typography:** A set of typefaces chosen for their ability to communicate your brand's message with clarity and style.



**Brand Pattern:** Unique, custom patterns that add depth and texture to your brand's visual language.



**Brand Guidelines:** A comprehensive manual detailing the application of your brand elements for consistency and integrity.

Investment: —→ **\$1,025**



# Step-by-Step Creative Process

## 1. INQUIRE:

Start by reaching out to us through our website or email. Fill out our inquiry form to give us a sneak peek into your project and goals!

## 2. DISCOVERY CALL:

Let's chat! We'll schedule a discovery call to dive deeper into your brand vision, values, and needs. This is where we get to know each other and discuss your ideas and expectations.

## 3. PROPOSAL & AGREEMENT:

After our call, we'll send you a tailored proposal outlining the scope of work, timelines, and pricing. Once we agree on everything, we'll finalize the contract to kick off the project!

## 4. MOOD BOARD CREATION:

We'll create a mood board that reflects the look and feel we envision for your brand. This includes color palettes, fonts, imagery, and overall style to ensure we're on the same page.

## 5. CONCEPT DEVELOPMENT:

Based on the mood board, we'll develop initial design concepts for your visual identity. This may include logo variations, patterns, and other visual elements that represent your brand.

## 6. CLIENT FEEDBACK:

We'll present the design concepts to you and gather your feedback. Your input is crucial, and we want to ensure the designs align perfectly with your vision!

## 7. REFINEMENT:

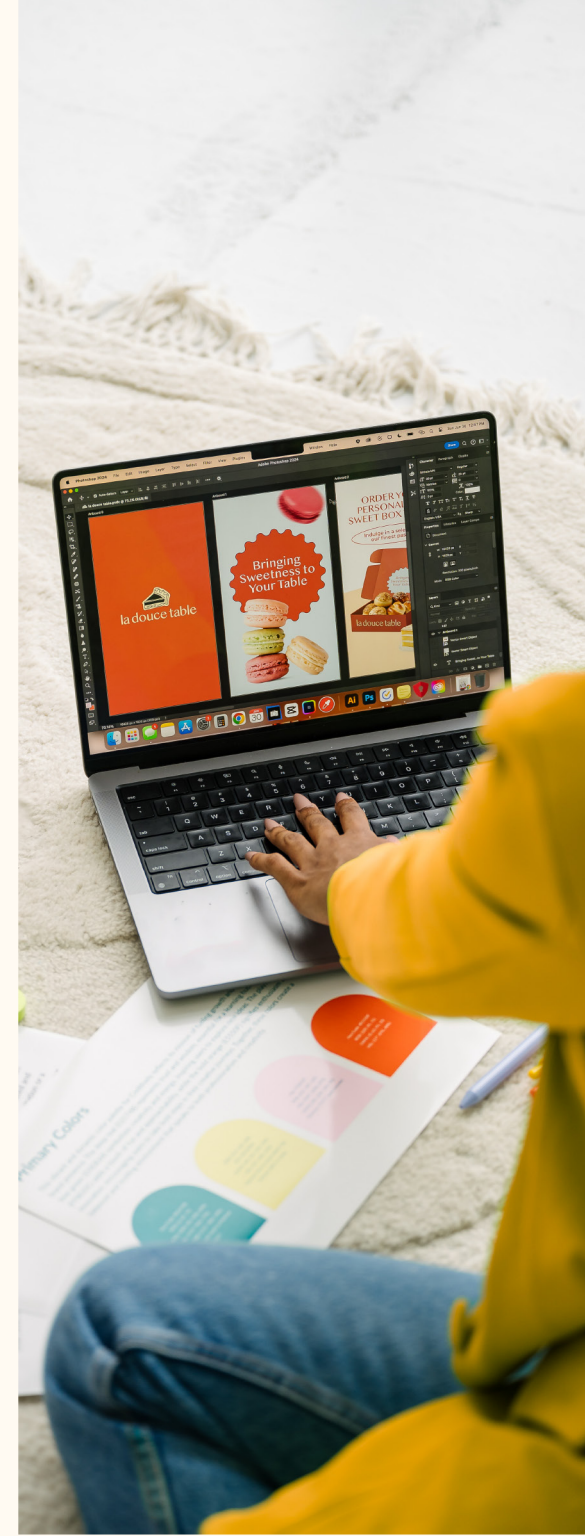
After receiving your feedback, we'll refine the chosen concepts to create a final design that resonates with your brand identity.

## 8. FINAL DELIVERABLES:

Once you're thrilled with the design, we'll provide you with all the final deliverables, including logo files, brand guidelines, and any additional assets needed for your visual identity.

## 9. LAUNCH & SUPPORT:

With your new visual identity in hand, it's time to launch! We'll support you during the rollout and provide guidance on how to implement your new branding across all platforms.





## Client Reviews



"I'm so obsessed I can't even sleep at night! You made my brand what it is. I just can't get over how good my brand identity is. You did such a good job and now people have seen what you transformed my brand to. It's so amazing and I'm speechless. Thank you for everything. I have started to get more inquiries and recognition after I changed my logo and now have a brand identity. Good branding is not cheap, but it's definitely a good investment and is so worth it. Thank you so much Jonae."

**Chef Rochester, MNR Catering**



## Client Reviews



"Omg Jonae..... I'm so glad i listened to you on the colour palettes- especially the choice of the soft pink shade. Love love LOOOOOVE both of them but Sample 1 has my heart.. I may or may not have cried when i went through both of them. It's crazy how the mockups on both samples contain projects I want us to work on once the visual identity and website is live. The pouches, totes and the package boxes are all coming to life. You understand the vision clearly, I'm sooo happy."

**Tombra, Toney Munchies**

# Ready to design a brand that's authentically yours?

If you're ready to work together or have any questions, I'm here to assist you! Simply click the **inquiry button** below or schedule **a discovery call** to discuss your vision in detail. We look forward to collaborating with you!

INQUIRE NOW

BOOK A CALL

