



HANNAH MOORE

GRAPHIC DESIGN

[hannahgraphicdesign.com](http://hannahgraphicdesign.com)

## BASIC BRANDING PACKAGES

Can discuss custom package variation  
based on client needs.

	Minimal just a logo, please!	More expanded options	Most strategic identity extension
Package Price	\$800	\$2,500	\$5,000
Payment Options	2 payments of \$400 OR 1 \$300 payment + 2 \$250 payments	2 payments of \$1,250 OR 1 \$900 payment + 2 \$800 payments	2 payments of \$2,500 OR 1 \$2,000 payment + 2 \$1,500 payments
Discovery Phase	Basic Questionnaire (client answers emailed questions about their brand to provide background and vision)	Kickoff Meeting (a thirty-minute meeting to discuss brand background, vision, and inspiration)	Brand Heart Workshop (a one- to two-hour in-depth workshop to discover brand heart and strategy)
Logo Concepts <small>Additional concepts \$250 ea.</small>	1–3 Concepts Presented Simple 1–2 Colors	3–5 Concepts Presented Up to Full Color	3–5 Concepts Presented Up to Full Color
Logo Versions <small>Additional versions \$250 ea.</small>	1 Version (stacked/square, horizontal, icon/bug, or seal)	2 Versions (pick 2: stacked/square, horizontal, icon/bug, or seal)	Up to 3 Versions (TBD by designer and client)
Revisions <small>Additional rounds \$250 ea.</small>	1 Round of Revisions	Up to 2 Rounds of Revisions	Up to 3 Rounds of Revisions
Logo Assets <small>Assets for Additional Versions \$100 per set. Additional file formats or color variations \$25 per set.</small>	Final Files (1 logo version) Color, Black & White variations in each format of the following: <ul style="list-style-type: none"><li>• CMYK (for print): vector (AI, EPS, PDF), raster (JPG, TFF)</li><li>• RGB (for web): vector (AI, EPS, PDF), raster (PNG, WEBP)</li></ul>	Final Files (2 logo versions) Color, Black & White, Grayscale variations in each format of the following: <ul style="list-style-type: none"><li>• CMYK (for print): vector (AI, EPS, PDF), raster (JPG, TFF)</li><li>• RGB (for web): vector (AI, EPS, PDF), raster (PNG, WEBP)</li><li>• Plus Favicons (for web): raster (PNG, SVG, WEBP)</li></ul>	Final Files (3 logo versions) Color, Black & White, Grayscale, variations in each format of the following: <ul style="list-style-type: none"><li>• CMYK (for print): vector (AI, EPS, PDF), raster (JPG, TFF)</li><li>• PMS (for print): vector (AI, EPS, PDF), raster (JPG, TFF)</li><li>• RGB (for web): vector (AI, EPS, PDF), raster (PNG, WEBP)</li><li>• Plus Favicons (for web): raster (PNG, SVG, WEBP)</li></ul>
Design Elements	None	One Custom Design Element (pattern, texture, or graphic)	Up to 3 Custom Design Elements (patterns, textures, and/or graphics)
Style Guide	Logo Style Sheet (PDF) <ul style="list-style-type: none"><li>• logo usage guidelines</li><li>• custom color palette &amp; color codes</li></ul>	Logo Style Guide (PDF) <ul style="list-style-type: none"><li>• logo usage guidelines</li><li>• custom design element usage guidelines</li><li>• custom color palette &amp; color codes</li><li>• font recommendations</li><li>• mood board with mockup examples for one each of merchandise, print, and digital applications</li></ul>	Brand ID Guide (PDF) <ul style="list-style-type: none"><li>• logo usage guidelines</li><li>• custom design element usage guidelines</li><li>• custom color palette &amp; color codes</li><li>• typography styling &amp; font pairing recommendations</li><li>• imagery and photography style guidelines</li><li>• mood board with several mockup examples for merchandise, print, environmental, and digital applications</li></ul>
Branded Marketing Assets	None	Print Marketing <ul style="list-style-type: none"><li>• business card design including print files</li></ul>	Print Marketing <ul style="list-style-type: none"><li>• stationery design including templates and print files for letterhead, envelope, and business cards</li><li>• one collateral design including, but not limited to, a brochure, post card, poster, flyer, bookmark, etc. including print file</li></ul>