

RAVEN TUCKER EVENTS

Branding Guide



www.ravemichele.com/designs

Be Confident in Your Brand.

From logo design and branding to social media graphics and website images, I can help you do it all! I offer branding services to wedding professionals who either need to create a new brand or need guidance with a new look.

Graphic design services include:

Logo Refresh

Logo Design

Brand Board

Brand Style

Guide

Packaging

Custom

Illustrations

Business Cards

Post Cards

Social Media Images

Website Images

Website Design

Letterhead

Marketing Materials

Printed Designs

Email Signature Design



AM

BLOG



SERVICES



Packages

Single Logo Design

- Concept design exploration and presentation for brand logo including primary logo with colors and one logo variation. Mood boards may be presented if necessary. Limit 2 rounds of revisions. Usually 3 concepts
- Final design refinement for primary logo, submark, and one logo variation. Limit 2 rounds of revisions. Released images include all logo file types in color and b/w.
- Starting at \$1000. Timeline 6-8 weeks

Logo Design Package

- Concept design exploration and presentation for the primary logo, logo variation(s), and brand elements with additional branded assets like color palette, and brand patterns. Mood boards may be presented if necessary. Limit 3 rounds of revisions.
- Final design refinement for primary logo concept, accompanying variation(s), and brand assets. Brand Board included. Limit 3 rounds of revisions. Released images include all logo file types and styles, such as primary logo and variations in color and b/w.
- Starting at \$1400. Timeline 6-8 weeks

Brand Board

- Single-page style board showcasing the brand mood and visual style including brand elements with colors, typography, logos, and brand assets. Limit 2 rounds of revisions.
- Starting at \$450. Timeline 2-4 weeks

Brand Research

- Deep-dive exploration of the company and the competitive landscape with multi-page presentation which demonstrates: a thorough understanding of the company, the marketplace, current and longterm goals, offers a strategic approach to achieving those goals through design deliverables. Preliminary style boards are presented at the end of the presentation to segue to the following design concept phase. Limit 2 rounds of revisions.
- Starting at \$1600. Timeline 4 weeks

Social Media or Website Images

- Images for screen display on social media platforms or web page. Limit 2 rounds of revisions. Released files include all web size files.
- Starting at \$75. Timeline 1-2 weeks

Business Card

- Design of double-sided business card with client provided copy information. Limit 2 rounds of revisions. Released file includes all file types for printing production.
- Starting at \$175. Timeline 1-2 weeks

Letterhead or Email Signature Design

- Design of letterhead or email signature with client provided copy information. Limit 2 rounds of revisions. Released file includes all file types for printing production for letterhead and email web size for email signature.
- Starting at \$125. Timeline 1-2 weeks

Marketing Materials

- Design of simplified notepads, folder, or note card; Design of single-sided post card, flyer, or poster with client provided copy and visual information. Limit 2 rounds of revisions. Released file includes all file types for printing production.
- Starting at \$75 and \$350. Timeline 1-2 weeks

Custom Illustrations

- Custom illustrations using watercolor, digital, or pencil medium. Limit 2 rounds of revisions. Released file includes all file types for print and web.
- Starting at \$300 per illustration. Timeline 1-2 weeks

Website Design + Development

- Design and development of Wordpress or Squarespace website with client provided copy information and images. Slight SEO included and custom coding. URL and hosting separate.
- Starting at \$2500. Timeline 6-8 weeks

Hourly Services

- We also offer our graphic design services for a select projects at an hourly rate. Please contact us for details.
- Average \$125/hour



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