



At Mitchell Marketing, we offer flexible logo and brand design services tailored to your needs, vision, and budget.

Take a look at our customizable pricing packages:

	VISIONARY PACKAGE	FRAMEWORK PACKAGE	DISCOVERY PACKAGE
	Client already has a clear and <i>specific</i> image they want created	Client has a general idea and can provide clear guidance	Client needs guidance and direction towards finding an effective and aligned concept
ESSENTIALS: Logo Suite	\$200	\$300	\$500
COLOR PERFECT: Logo Suite, HEX Code Color Palette	\$300	\$350	\$600
ALL VISUALS: Logo Suite, HEX Code Color Palette, Mood Board Images, Fonts	\$500	\$550	\$800
	<ul style="list-style-type: none"> • Design Assessment and Consultation required • Up to 2 initial renditions delivered • Up to 2 rounds of creation 	<ul style="list-style-type: none"> • Up to 3 initial concepts delivered • Up to 3 rounds of creation 	<ul style="list-style-type: none"> • Up to 2 rounds of Concept Discovery Assistance • Up to 4 initial concepts delivered • Up to 4 rounds of creation



Check out what each package includes:

Our Essentials Package offers a basic logo suite designed to give your brand a polished starter presence across all platforms. This package includes:

- **Primary Logo:** Your brand's main visual identifier, professionally designed to capture the essence of your business and make a memorable first impression.
- **Secondary Logo:** A versatile variation of your primary logo, perfect for alternate layouts or spaces where a simplified version is needed.
- **Social Media Profile Image:** A custom-designed profile image that seamlessly integrates your brand identity into social media platforms, ensuring a cohesive look online.
- **Icon:** A simplified, highly recognizable symbol that represents your brand in smaller formats, such as website favicons or app icons.
- **Watermark:** A subtle yet effective watermark design for use on images, videos, or documents to maintain brand recognition and protect your content.

Our Color Perfect Package takes your brand's visual identity to the next level by adding a carefully curated selection of colors in precise HEX codes. This package includes:

- **Primary Colors:** The core colors that define your brand's personality, used in logos, marketing materials, and prominent brand touchpoints.
- **Accent Colors:** Complementary shades that enhance the primary colors and provide flexibility for use in designs, helping to draw attention and create visual interest.
- **Neutral Tones:** Balanced, versatile colors that ground your brand palette and ensure harmony across different elements of your design.
- **Primary Logo:** Your brand's main visual identifier, professionally designed to capture the essence of your business and make a memorable first impression.
- **Secondary Logo:** A versatile variation of your primary logo, perfect for alternate layouts or spaces where a simplified version is needed.
- **Social Media Profile Image:** A custom-designed profile image that seamlessly integrates your brand identity into social media platforms, ensuring a cohesive look online.
- **Icon:** A simplified, highly recognizable symbol that represents your brand in smaller formats, such as website favicons or app icons.
- **Watermark:** A subtle yet effective watermark design for use on images, videos, or documents to maintain brand recognition and protect your content.



Our All Visuals Package provides everything you need to build a cohesive and visually stunning brand by adding visual storytelling and cohesive typography. This package includes:

- **Mood Board Images:** A thoughtfully curated collection of images that embody the style, mood, and overall feel of your brand. These visuals provide inspiration and direction, ensuring your brand's aesthetic is clearly defined and aligned with your vision.
- **Font Selections:** Handpicked font pairings that complement your brand's personality, from bold and modern typefaces to elegant and timeless fonts. The right typography sets the tone for your messaging and enhances readability across all platforms.
- **Primary Colors:** The core colors that define your brand's personality, used in logos, marketing materials, and prominent brand touchpoints.
- **Accent Colors:** Complementary shades that enhance the primary colors and provide flexibility for use in designs, helping to draw attention and create visual interest.
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Want more? We offer the perfect Brand Add-Ons:

Tagline:

Strengthen your brand messaging with a custom-crafted tagline that captures the essence of your business in a few powerful words. Whether you need something bold, inspiring, or clever, we'll create a tagline that resonates with your audience and strengthens your overall brand identity.

Cost: \$50

Brand Guide PDF:

A comprehensive guide that outlines your brand's key elements, including logo usage, color palette, typography, and tone of voice. This essential document ensures consistent and cohesive branding across all platforms, providing you and your team with a clear roadmap to represent your brand with confidence. *Only available with the All Visuals Package.*

Cost: \$200

Logo Launch Video:

Celebrate your new logo with a dynamic video designed to make a splash on social media! This short, engaging video will showcase your new logo in action, offering a fun and creative way to introduce your fresh look to your audience.

Cost: \$100

Brand Launch Video:

Unveil your complete brand transformation with a stunning video! Perfect for social media, this video highlights your new logo, color palette, typography, and brand personality, offering an exciting and memorable way to celebrate your brand's evolution and engage your audience.

Cost: \$200