

2024

Logo & Branding Packages



| | Basic | Premium | Deluxe |
|---------------------------------------------------------------------------------------------------|----------------------|----------------------|-----------------------|
| Logo | Starting at \$699 | Starting at \$949 | Starting at \$1199 |
| Research & Development <i>tpc presents 3 concepts and 3 complimentary revisions</i> | ✓ | ✓ | ✓ |
| Primary Logo <i>Pantone & black-and-white versions</i> | ✓ | ✓ | ✓ |
| Logo variations <i>1-3 final versions</i> | | ✓ | ✓ |
| Branding | | | |
| Color Conversions <i>Pantone to CMYK, RGB, and web</i> | | ✓ | ✓ |
| Typography* <i>Headers, sub-headers, paragraph</i> | | ✓ | ✓ |
| Usage Guidelines <i>Color, fonts, sizing, margins & spacing</i> | | | ✓ |
| Digital Pieces | | | |
| Packaged Formats <i>.JPEG, .SVG, .PDF, .PNG</i> | ✓ | ✓ | ✓ |
| Email Signature | | ✓ | ✓ |
| Social Media Materials <i>Banner/header, square post</i> | | | ✓ |
| Branding Lookbook | | | ✓ |

*Final packaged files will not include font files to avoid licensing restrictions. All fonts will be outlined.