

2024

Logo & Branding Packages



	Basic	Premium	Deluxe
Logo	Starting at \$999	Starting at \$1499	Starting at \$1799
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.