

REAL ESTATE MARKETING & BRANDING

GREEN PALM DESIGN STUDIO



greenpalmdesigns.com

Hello! I'M AMANDA,

a Graphic Designer and current owner of Green Palm Design Studio; based in the heart of Hamilton, Ontario! I have a passion for all things creative and love graphic layout and modern design. I have spent the last 3 years helping clients find their visual identities and bring them to light in the best way possible. I 'm excited to help you launch your unique real-estate identity to help you sell more houses!

Looking forward to working with you!

Amanda Jackson





The New Brand

Are you a new agent starting out and need a unique brand identity to help you stand out and get noticed by home buyers/sellers?

This package is for you!

- 30 Minute Brainstorm/Initial Consult Session
- Detailed Branding Questionnaire
- 3 Custom Logo Design Options (primary, secondary, icon)
- Final files as .png, .eps., .jpeg
- Custom Brand Board (PDF)
- Custom Colour Palette
- Social Media Profile Photo and Banner
- 2 revisions

Marketing Materials

- High-res print ready Business card template
- Branded Thank-You cards
- One additional template of your choice

\$1200



The Re-Brand

Are you an existing agent looking for a transformation, or to refresh your branding and marketing? This package is for you!

- 30 Minute Brainstorm/Initial Consult Session
- Detailed Branding Questionnaire
- 3 Custom Logo Design Options (primary, secondary, icon)
- Final files as .png, .eps., .jpeg
- Custom Brand Board
- Social media Profile Photo and Banner
- 2 revisions

Marketing Materials

 All of your current marketing materials will be refreshed to match your new brand identity.

\$900



A La Carte

The A La Carte

- Listing & Real estate Agent Signage
- Riders
- Just Listed/Just Sold Postcards
- Door Knockers
- Business Card Design
- Letterhead + Branded Envelope
- Thank you Cards
- Brochures/Flyers
- Price Sheets/Sale Sheets
- Magazine/Online Ad Design
- Social Media Templates/Grids

Printing services are offered. Note there are additional costs associated with printed materials.

Inquire for Pricing



Custom Postcards

JUST LISTED







FEATURES

- 3 bedrooms
- 4 Bathrooms
- Attached Garage
 - LIST PRICE \$1,299,900

TYPE

JUST SOLD!



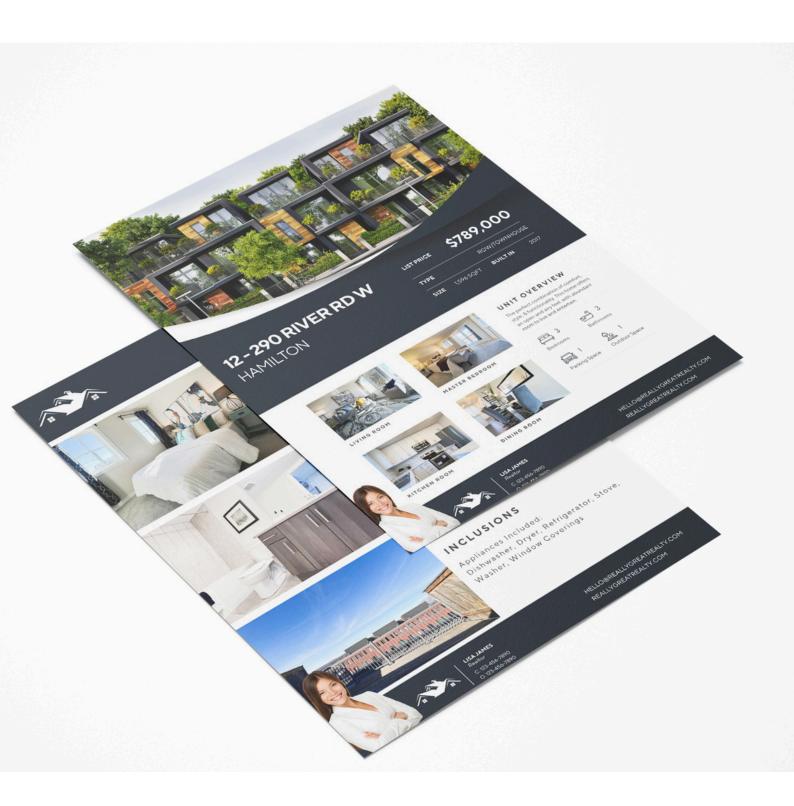




Flyers



Flyers





Signage

Signs & Riders



Signs & Riders



Signs & Riders





Extras

Door Knockers



Business Cards





The Process

So how exactly does this whole process work?

1 | REACH OUT

Contacting Green Palm is the first step! You did it!

2 | DO YOUR HOMEWORK

Complete the design questionnaire about your business, goals, design vision. Gather and submit inspiration.

3 | I DIVE IN

I review your "homework" and do research into your industry, competitors, clients. I then start creating a mood board to ensure we are on the same page for your vision.

4 | LOGO DESIGN

I deliver 3 initial primary logo concepts with mockups for what the logo may look like on branded materials. You have 2 optional revisions/feedback sessions.

5 | BRAND DESIGN

We then nail down your secondary logo and icon, as well as typography and colour palette. I start creating your brand board. If your package includes marketing templates these are also created.

6 | FILE DELIVERY

Once invoice is paid in full, all final logo and template files will be delivered via Google Drive or email.



FAQ's

Do You Require a Deposit?

Yes! Once your project is booked, 25% of your estimated quote is required before we start! The deposit is non-refundable. The remaining balance is due prior to the final files being delivered.

Project quoted under \$100 will not require a deposit and payment can be taken once the project is completed.

How Long Does it Take to Complete a Project?

Custom Branding take between 1 - 2 weeks. Initial designs will be sent within 7 business days, revisions will be completed over the course of 1 week. Additional revisions will result in more time added as well as an additional fee.

Marketing materials such as business cards, brochures, postcards, stationary, signage etc require 1 - 3 business days to design + additional time if choosing to print through Green Palm Design Studio.

Custom projects will be determined upon inquiry.

