

ONE SYSTEM

BY ARIANPOUR GROUP

Investment Guide 2026
Brand Strategy · Content Creation · Social Growth



ONE SYSTEM

BY ARIANPOUR GROUP INC.

TABLE OF CONTENTS

■ WHY THIS GUIDE EXISTS	04
■ THE THREE PILLARS	05
■ PRICE SUMMARY	07
■ THE JOURNEY	09
■ BRAND STRATEGY	11
■ THE COLLATERAL CATALOGUE	15
■ CONTENT CREATION	20
■ SOCIAL GROWTH	24
■ THE BUNDLES	27
■ PAYMENT & COMMITMENT	30
■ CORPORATE & ENTERPRISE	31
■ HOW WE WORK	32
■ FAQ	33

GOOD ≠ KNOWN.

WHY THIS GUIDE EXISTS

Somewhere in your market this week, the best option lost to the most visible one. Not to a better competitor — to a more visible one. Same skill. Same price. More presence. That gap has a name: it's a system problem. And systems are buildable.

ONE SYSTEM is our answer. Brand Strategy, Content Creation, and Social Growth — not three vendors who never talk, but one connected engine where each part strengthens the next. **Your brand makes you recognized. Your content makes you seen. Your growth system makes you chosen.**

We work with five kinds of clients: small businesses, professionals building a personal brand, artists and creators, nonprofits and community organizations, and corporations. The system is the same; the proof rotates.

■ A PROMISE BEFORE THE PRICES

Almost nobody in this market publishes their numbers. We publish everything — every tier, every inclusion, every add-on, every item in a seventy-piece collateral catalogue. Not because pricing is simple, but because you deserve to compare honestly before you ever speak to us. **The published price is the charged price.** If you need less than you came in for, we'll tell you. Compare away.

THE THREE PILLARS

BRAND STRATEGY — BE RECOGNIZED

A strong brand is built through positioning, identity, and communication working together to create recognition, trust, and distinction. Without strategy, content is noise. Without clear identity, growth attracts the wrong audience. This pillar shapes perception before a single post exists.

CONTENT CREATION — BE SEEN

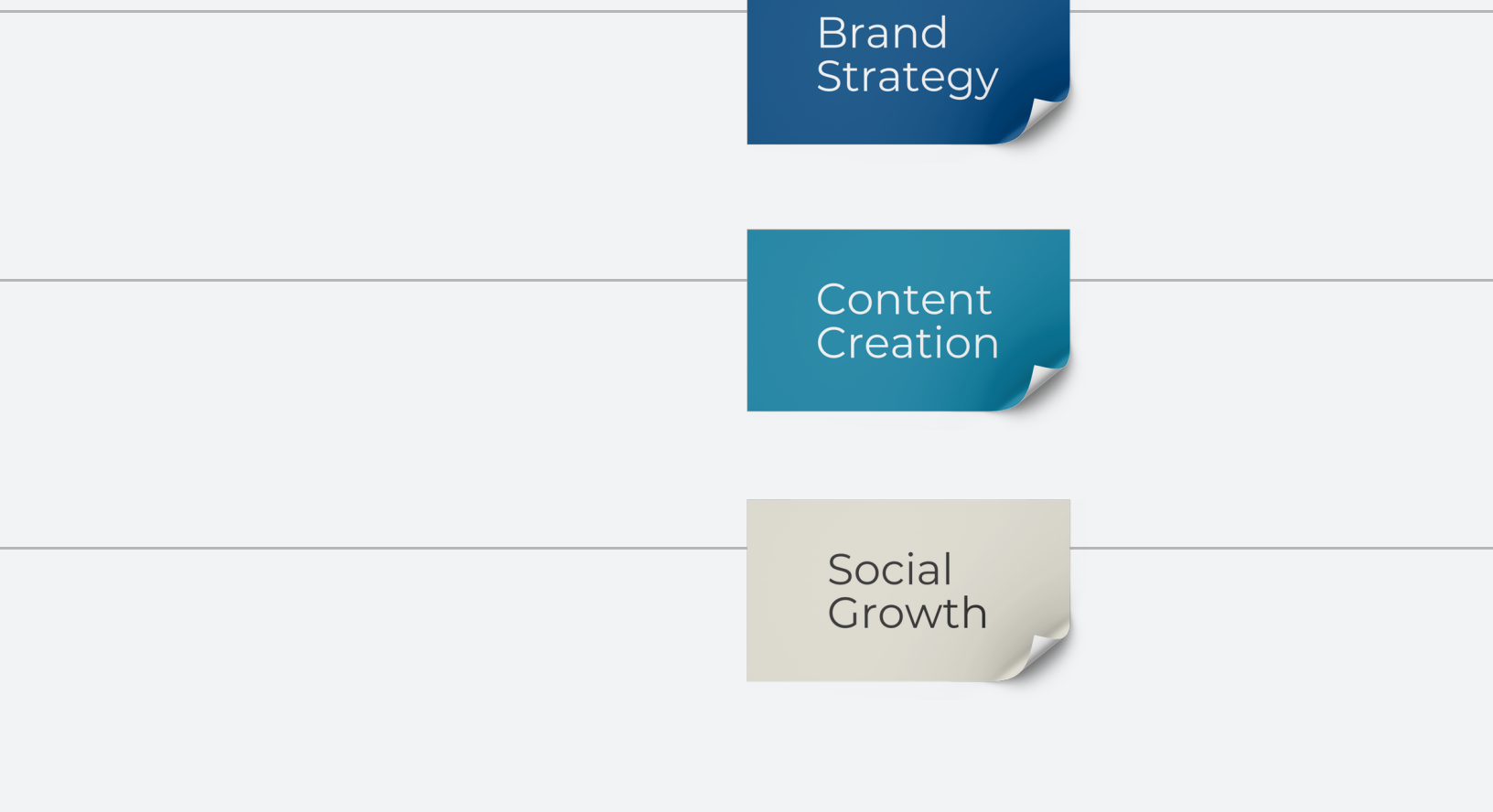
Cinematic, strategic, platform-driven content designed to capture attention, communicate value, and build a presence that compounds instead of evaporating. Production runs on a system — locked templates, batch capture, disciplined hooks — which is why our volume is possible at our prices.

SOCIAL GROWTH — BE CHOSEN

Structured growth systems focused on consistency, visibility, and audience connection. Distribution, engagement, and the DM pipeline that turns attention into booked conversations — measured by the numbers that pay invoices: saves, sends, keyword DMs, booked calls.

One connected engine — not three disconnected vendors.

Everything in this guide is a piece of that engine, priced on its own and stronger together.



Brand
Strategy

Content
Creation

Social
Growth

EVERY PRICE

The complete ONE SYSTEM schedule at a glance. Every line expands later in this guide.

START HERE — EVERY STEP CREDITS TOWARD THE NEXT

ENTRY POINT	INVESTMENT
Strategy Call — 30-minute scoping conversation	Free
Advisory Session — answers on your specific situation, 30 / 60 min	\$200 / \$350 credited within 30 days
Brand Audit (in business) / Brand Foundations Assessment (idea stage)	\$450 credited within 60 days
Brand Discovery Report — the full research foundation	\$950 credited to any Brand Strategy tier within 90 days

BRAND STRATEGY — ONE-TIME PROJECTS

TIER	INVESTMENT
Starter — The Brand Book (Discovery + unified strategy & identity volume + 5 collateral items)	\$2,450
Identity System (Discovery + full Strategy Manual + full Identity Guidelines + 10 items)	\$4,950
Premium Development — The Complete System (all seven volumes + 15 items + 90-day governance)	from \$8,950
Individual volumes 2–7, added after the Brand Book	\$950 – \$1,950 each
Collateral Catalogue — 70 items across 9 categories	\$150 – from \$1,250 per item

MONTHLY SYSTEMS

SYSTEM	MONTHLY
Content Creation — Starter / Growth / Premium	\$900 / \$1,200 / \$1,500
Social Growth — Starter / Management / Premium	\$700 / \$900 / \$1,100
Bundles — Foundation / Momentum / Expansion (content + growth, one system)	\$1,100 / \$1,400 / \$1,700

COMMITMENT TERMS & THE ANNUAL ADVANTAGE

TERM	WHAT IT EARNS
3 months / 6 months / 12 months	5% / 10% / 15% off monthly systems
Annual Foundation	+ Brand Audit included (\$450 value) — over \$2,400 total advantage
Annual Momentum	+ Brand Discovery Report included (\$950 value) — over \$3,400
Annual Expansion	+ Starter Brand Book included (\$2,450 value) + Business Launch Foundation (\$850 value) — over \$6,300

HOW BILLING WORKS

PAYMENT STRUCTURE	WHAT IT EARNS
Monthly, billed in advance (the default)	Full term discount (5% / 10% / 15%) under the fairness rules on the Payment & Commitment page
Quarterly, in advance	Same discount + priority scheduling status
Annual, prepaid	Same discount + \$500 Collateral Catalogue credit + your rate locked through any price change

All monthly systems are billed monthly in advance — work follows payment, never the reverse. Term pricing runs on one fairness rule in both directions: the published price is the charged price, and the earned discount is the kept discount. Full details on the Payment & Commitment page.

CORPORATE SCHEDULE — SCOPED BY WRITTEN PROPOSAL

LINE
Corporate Brand Strategy (the Complete System is the corporate baseline)
Corporate Content Systems
Corporate Digital Growth & Audience Systems

Every number above is expanded in full — inclusions, boundaries, and add-ons — in the sections that follow.

No hidden fees exist anywhere in this guide.

THE JOURNEY

FREE TO FLAGSHIP, ONE LADDER

You never have to guess the next step, and no payment is ever wasted: each rung credits toward the one above it. Start where your situation actually is.

1

Strategy Call — Free, 30 minutes

A scoping conversation, not a pitch. You talk for most of it. We diagnose which problem you actually have — recognized, seen, chosen, or foundations — and recommend the honest entry point, including "you need less than you think." You leave with a written recap either way.

2

Advisory Session — \$200 / 30 min · \$350 / 60 min

For when you want answers now, not an engagement: positioning critique, live profile audit, content plan review, launch sequencing. You leave with a written action list within 24 hours. Every dollar credits toward any engagement signed within 30 days.

3

Brand Audit or Foundations Assessment — \$450

A research-backed diagnostic. You complete a structured intake; we independently audit your presence the way a stranger experiences it, study your market and competitors, and deliver a written report: what's working, what's leaking, and your priority order. Credited within 60 days.

4

Brand Discovery Report — \$950

The research foundation behind every strategic decision: full intake, complete market and audience research, positioning territory, opportunity map — Volume One of the seven-volume system, presented in a 90-minute session. Credited toward any Brand Strategy tier within 90 days.

5

The engagement

Brand Strategy tiers, monthly systems, or both — with the Discovery Report already inside every tier's price. The ladder means arriving here having paid for steps along the way costs you nothing extra.

EVERY DOLLAR FOLLOWS YOU UP THE LADDER.



PILLAR ONE — BE RECOGNIZED

BUILT TO CREATE RECOGNITION.

Brand Strategy · one-time projects · the Discovery Report is inside every tier

BRAND STRATEGY — THE THREE TIERS

STARTER — THE BRAND BOOK

3–4 weeks · the complete foundation in one volume

\$2,450

DESIGNED FOR

New and growing brands that need strategy, identity, and launch collateral — without the full library.

INCLUDES

- Brand Discovery Report (Volume 1) — the \$950 research foundation, included
- THE BRAND BOOK, one unified volume: positioning · mission, vision, values · brand archetype & personality · audience definition · messaging pillars · tagline direction
- Visual identity core: primary logo + secondary variant + submark · colour system with codes · typography system · usage rules & clear space
- Any 5 items from the Collateral Catalogue (typical picks: business card, social profile kit, email signature, letterhead, story template)
- Complete file library (AI, EPS, SVG, PNG, PDF) + font licensing guidance
- One revision round · handoff session · launch checklist

IDENTITY SYSTEM

5–7 weeks · the full professional system

\$4,950

DESIGNED FOR

Established brands ready for separate, complete strategy and identity volumes with expanded applications.

INCLUDES

- Brand Discovery Report (Volume 1), included
- Volume 2 — Brand Strategy Manual, full edition: brand architecture, competitive positioning map, audience segmentation, message house
- Volume 4 — Brand Identity Guidelines, full edition: complete logo suite, extended palette, type hierarchy, grid & layout principles, photography direction, iconography starter, do's & don'ts
- Any 10 items from the Collateral Catalogue
- Social profile kit across all active platforms — included beyond the 10
- Two revision rounds · 30-day post-delivery support · 60-minute handoff workshop

PREMIUM DEVELOPMENT — THE COMPLETE SYSTEM

8–12 weeks · scoped to your organization

**from
\$8,950**

THE CEILING: EVERYTHING A BRAND CAN BE, IN ONE ENGINEERED SYSTEM.

DESIGNED FOR

Organizations that need the entire architecture — governed, documented, and built to outlast staff changes.

INCLUDES

- ALL SEVEN VOLUMES: Discovery Report · Brand Strategy Manual · Communication Strategy Guide · Brand Identity Guidelines · Digital Experience Playbook · Brand Applications Collection · Brand Governance Guide
- Any 15 items from the Collateral Catalogue
- Template suite: presentation theme + document suite + social template system
- 90-day governance support: monthly consistency reviews, team questions answered, first-quarter course corrections
- Two-hour team handoff workshop + governance training
- Three revision rounds across the engagement

THE SEVEN-VOLUME BRAND SYSTEM

MODULAR BY DESIGN

Every engagement is built on the same architecture — seven volumes, each with its own job and audience. You don't have to buy the library to own a book: any volume can be added after the Brand Book, at published prices. The Brand Book comes first because Volumes 3–7 are built on its strategy and identity core — we don't decorate houses that haven't been framed.

VOLUME	ADD-ON PRICE	WHAT IT DOES · WHO IT SERVES
1 • Brand Discovery Report	\$950	Research foundation; the why behind every decision. Internal + institutional partners. Included in every tier.
2 • Brand Strategy Manual	\$1,450	The organizational identity system, full edition. Leadership, board, partners.
3 • Communication Strategy Guide	\$1,450	Language, tone, messaging standards by audience and channel. Communications team, volunteers.
4 • Brand Identity Guidelines	\$1,950	The complete visual system — the flagship volume. Designers, content creators, printers.
5 • Digital Experience Playbook	\$1,450	Website, social, and digital standards. Web developers, social media team.
6 • Brand Applications Collection	\$1,250	The brand fully activated in real contexts. Future clients, partners, media.
7 • Brand Governance Guide	\$950	Operational rules for consistency. All staff, volunteers, partners.

The honest math: the Brand Book plus add-on volumes totals \$10,950 piecemeal. The Complete System at \$8,950 saves roughly \$2,000 and adds the 15-item collateral pack, template suite, and 90-day governance. And if you ladder up over time, your total is capped: you'll never pay more than the Complete System plus 10% — loyalty shouldn't cost more than starting big.

THE CATALOGUE

EVERYTHING A BRAND CAN WEAR

70 items · 9 categories · every piece priced · production-ready files and printer
specs always included

THE COLLATERAL CATALOGUE

Every item below is designed inside your locked identity system, so each piece strengthens recognition instead of diluting it. Catalogue access comes with any Brand Strategy tier; if your identity was built elsewhere, a \$450 Brand Audit aligns us first (and credits back if you later rebuild with us). Items marked ● are the most common tier-pack picks. Prices are design investment per item; print and production are yours, with press-ready files and vendor specs always included.

A • CORE IDENTITY EXTENSIONS

ITEM	INVESTMENT
Secondary / stacked logo variant ●	\$250
Submark / monogram ●	\$250
Favicon + app icon set	\$150
One-colour, reversed & mono variants pack	\$150
Custom wordmark refinement / lettering	\$350
Logo animation (motion intro/outro)	\$450
Clear-space & misuse sheet (standalone)	\$150

B • STATIONERY & OFFICE

ITEM	INVESTMENT
Business card (front/back) ●	\$250
Letterhead — print + digital ●	\$200
Envelope	\$150
Invoice / quote template	\$250
Proposal template (multi-page)	\$650
Presentation folder	\$350
Notepad / memo pad	\$150
Rubber stamp / wax seal artwork	\$150
Email signature (HTML, team-ready) ●	\$200
Staff ID badge + lanyard	\$200

■ C • DIGITAL & SOCIAL

ITEM	INVESTMENT
Social profile kit — avatars + banners, all platforms ●	\$350
Instagram carousel template set (3 master layouts) ●	\$450
Reel cover template set	\$250
Story template set (5 frames)	\$300
Highlight icon set	\$200
LinkedIn banner — personal + company	\$200
YouTube channel art + thumbnail system	\$400
Email newsletter template	\$450
Zoom / Teams background set	\$150
Phone + desktop wallpaper set	\$150
Link-in-bio page design	\$300

■ D • MARKETING & SALES

ITEM	INVESTMENT
One-pager / sell sheet ●	\$350
Brochure (bi-fold or tri-fold)	\$650
Rate card / price list	\$250
Pitch deck template (10–15 masters)	\$950
Flyer	\$250
Poster	\$300
Postcard / direct mailer	\$250
Door hanger	\$200
Loyalty / punch card	\$200
Gift card / gift certificate	\$250
Case-study template	\$350
Report / whitepaper template	\$450

THE COLLATERAL CATALOGUE

■ E • ENVIRONMENTAL & SIGNAGE

ITEM	INVESTMENT
Storefront sign concept	\$650
Window / door decal	\$300
Interior wayfinding sign set	\$600
Pull-up / retractable banner	\$300
Street banner / brand flag	\$300
Event backdrop (step & repeat)	\$450
A-frame sidewalk sign	\$250
Vehicle decal / wrap concept	\$850
Trade-show booth concept	\$950

■ F • PACKAGING & PRODUCT

ITEM	INVESTMENT
Product label	\$450
Box / shipping mailer	\$650
Shopping bag	\$350
Tissue / wrapping paper pattern	\$300
Sticker sheet	\$250
Hang tag	\$200
Thank-you / unboxing insert card	\$200
Menu system — hospitality (dine-in + takeout)	\$650
Wine / beverage label	\$550

■ G • APPAREL & MERCHANDISE

ITEM	INVESTMENT
T-shirt graphic	\$250
Cap / toque	\$200
Tote bag	\$200
Hoodie / crewneck	\$250
Mug / drinkware	\$150
Notebook cover	\$200
Enamel pin / badge	\$250
Uniform / apron specification	\$350

■ H • BRAND EXPRESSION

ITEM	INVESTMENT
Pattern library (3 coordinated patterns)	\$450
Icon set (12 custom icons)	\$650
Illustration style guide	\$750
Custom mascot — character + 3 poses	from \$1,250
Photography art-direction guide	\$550
Motion / transition style kit	\$550
Sonic logo / audio cue	\$450
Brand anthem — full track direction	\$650
Presentation / keynote theme	\$650
Document suite — Word + Sheets + Slides themes	\$750

■ I • SEGMENT-SPECIFIC

ITEM	INVESTMENT
Realtor: listing / feature-sheet kit	\$650
Realtor: open-house kit (signs, sheets, social)	\$450
Nonprofit: donor / impact report template	\$650
Nonprofit: sponsorship deck	\$850
Nonprofit: donation / pledge card	\$250
Artist: electronic press kit (EPK)	\$650
Artist: album / single cover system	\$550
Artist: show / exhibition poster system	\$450
Corporate: internal comms kit	\$750
Event: invitation suite (print + digital)	\$450

Catalogue terms: minimum order outside a tier engagement is \$450. Order three or more items together and save 10%. Items priced above \$650 count as two tier-pack picks. "From" items (mascot, illustration style) are confirmed by quote before work begins.

PILLAR TWO — BE SEEN

DESIGNED TO CAPTURE ATTENTION.

Content Creation · monthly systems · cinematic, silent-first, engineered to compound

CONTENT CREATION — MONTHLY SYSTEMS

A note on our prices, because you'll notice they sit below production companies: professionally produced short-form video averages \$1,000–\$3,000 per piece in 2026. Ours doesn't cost that because it isn't made that way — production runs on a system: locked template masters, batch capture, disciplined hook-first scripting, AI-accelerated post. **You're not buying less; you're buying a different cost structure.** Strategy and judgment stay senior and human on every piece.

■ CONTENT STARTER

\$900 / mo

market-equivalent value \$2,700+ at batched professional rates

DESIGNED FOR Businesses starting a consistent presence — one platform, done properly.	INCLUDES • 4 cinematic reels (to 45s): hook-first, silent-legible, brand end card — 0 revision each • 4 carousels (to 9 slides) on locked template masters • 6 story frames with interaction mechanics • Captions written to system standards: keyword-first, 5 hashtags • Scheduling-ready delivery · monthly theme aligned to your brand strategy • Source footage: monthly batch-session guidelines or client-supplied to spec
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■ CONTENT GROWTH

\$1,200 / mo

market-equivalent value \$3,900+

DESIGNED FOR Brands ready for rhythm and a plan — the calendar starts working two weeks ahead.	INCLUDES • 6 reels · 6 carousels · 8 stories — everything in Starter, at volume • Monthly content plan: subjects, hooks, and CTAs mapped ahead • 1 revision rounds per piece • Quarterly template refresh — masters evolve with performance data • Monthly format flexibility: swap a reel for two carousels, or the reverse
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■ CONTENT PREMIUM

\$1,500 / mo
market-equivalent value \$5,200+

DESIGNED FOR

Brands running campaigns, launches, and multi-format presence.

INCLUDES

- 8 reels · 8 carousels · 10 stories
- Campaign support: launch sequencing, promotional arcs, event coverage planning
- Monthly creative direction call
- Ad-ready versions of 2 reels per month
- Priority turnaround: 3 business days standard
- Quarterly performance edit: keep / kill / double review of formats

CONTENT À LA CARTE & INDIVIDUAL PROJECTS

Every extra deliverable has a published price. In-plan rates apply to active monthly clients; standalone rates apply without a retainer. Rush turnaround (72 hours): +25%.

ITEM	IN-PLAN	STANDALONE
Additional cinematic reel	\$225	\$350
Additional carousel (to 9 slides)	\$125	\$175
Story set (3 frames)	\$60	\$90
Talking-head edit (your footage)	\$175	\$250
Ad-creative variant pack (3 versions of an existing reel)	\$350	\$450
UGC-style product reel batch (3)	\$550	\$700
Half-day brand shoot (GTA)	\$450	\$550
Full-day brand shoot	\$850	\$1,000
Event coverage (to 3 hrs + recap reel)	\$650	\$850
Long-form clip pack (5 clips from podcast or video)	\$450	\$550
Blog article (SEO)	\$250	\$350
Email / newsletter issue	\$200	\$275
Caption pack (10, no visuals)	\$150	\$225
Monthly content plan only (no production)	—	\$350

■ VIDEO PROJECTS & ON-SITE VISUALS

PROJECT	INVESTMENT
Advertisement video — brand ad, commercial-style edit	from \$1,200
Showcase video — product or service feature	from \$1,500
In-store display videos — screen visuals	\$600 – \$1,500
Menu motion graphics — animated offers, promos, specials	\$500 – \$900
Lobby / waiting-room loops — branded ambient visuals	\$1,000 – \$2,500
Event / presentation content — event screens, keynote visuals	\$1,000 – \$2,000

PILLAR THREE — BE CHOSEN

PLANNED FOR LONG- TERM MOMENTUM.

Social Growth · monthly systems · the numbers that pay invoices

SOCIAL GROWTH — MONTHLY SYSTEMS

■ GROWTH STARTER

the presence keeper

\$700 / mo

DESIGNED FOR

Businesses that need consistent, correct publishing without the full management layer.

INCLUDES

- 2 platforms: posting + scheduling of your plan or supplied content
- Caption polish + hashtag application to system standards
- Profile upkeep: bio, links, highlights kept current
- Monthly snapshot report: reach, saves, sends, followers of note
- Keyword auto-reply maintained on your DM system

■ GROWTH MANAGEMENT

the engagement layer

\$900 / mo

DESIGNED FOR

Brands whose inbox and comments are becoming the storefront.

INCLUDES

- Everything in Starter, plus:
- Community management — comments + DM responses, business hours (to 1 hr/day)
- Hashtag & keyword strategy, reviewed monthly
- Profile and content optimization from performance data
- THE MONTHLY MIRROR: six-number report — reach trend, saves, sends, profile visits, keyword DMs, booked calls — with keep / kill / double decisions

■ GROWTH PREMIUM

full account management

\$1,100 / mo

DESIGNED FOR

Brands ready to hand the whole channel to a manager with a system.

INCLUDES

- Everything in Management, plus:
- Full DM pipeline: our qualify → value → invite flow run to standard, response speed tracked
- Extended community management (evenings to 8pm ET)
- Monthly 30-minute strategy call
- Quarterly deep review against our 15-check brand scorecard
- Competitor & category watch, monthly notes

■ GROWTH ADD-ONS

ITEM	INVESTMENT
Additional platform (beyond 2)	+\$250/mo
Weekend community coverage	+\$300/mo
Paid ads management (Meta) — ad spend billed to you directly	15% of spend, min \$350/mo
Review & reputation system setup — ask scripts, reply templates, flow	\$450 one-time
Profile rescue / one-time optimization (no retainer)	\$450
Collab & partnership outreach block (10 targeted approaches)	\$350
Analytics-only monthly report (no management)	\$250/mo

THE BUNDLES

FULLY INTEGRATED GROWTH PARTNERSHIPS.

Content Creation + Social Growth · one strategist, one calendar, one invoice

BUNDLED SYSTEMS — ONE SYSTEM, ONE INVOICE

The bundles are the thesis, productized: content and growth engineered together instead of bought from two vendors who never talk. The savings are honest economics — one strategy, one context, one brand system feeding both functions — and they're checkable against the pillar pages you just read.

BUNDLE OFFER

FOUNDATION SYSTEM

\$1,100/ mo

vs. \$1,600 separately — saves \$500/mo, \$6,000/yr

DESIGNED FOR

New brands that need presence and publishing handled from day one.

INCLUDES

- Content Starter — 4 reels · 4 carousels · 6 stories, full specification
- Growth Starter — 2-platform posting, profile upkeep, snapshot report, keyword auto-reply
- Account setup / cleanup included in month one
- One shared monthly theme, aligned to your brand strategy

BUNDLE OFFER

MOMENTUM SYSTEM

\$1,400/ mo

vs. \$2,100 separately — saves \$700/mo, \$8,400/yr

DESIGNED FOR

Brands building rhythm: planned content, managed conversations.

INCLUDES

- Content Growth — 6 · 6 · 8 with the monthly content plan and 2 revision rounds
- Growth Management — community management, optimization, THE MONTHLY MIRROR
- One merged calendar: content and engagement planned together

EXPANSION SYSTEM

BEST
OFFER

\$1,700/ mo

vs. \$2,600 separately — saves \$900/mo, \$10,800/yr

THE FLAGSHIP. ONE RELATIONSHIP, ONE STRATEGY, ONE SYSTEM.

DESIGNED FOR

Brands running the full engine: campaigns, conversion, and a managed channel.

INCLUDES

- Content Premium — 8 · 8 · 10, campaign support, ad-ready versions, creative direction call
- Growth Premium — full account management, the DM pipeline, strategy call, quarterly deep review
- Strategy, engagement, and optimization unified under one strategist
- Priority status across the studio: turnaround, scheduling, support

THE ANNUAL ADVANTAGE — COMMITMENT, REWARDED IN BRAND ASSETS

Twelve-month partnerships earn more than the 15% term discount: each includes a brand asset scaled to the tier — because a year of content and growth deserves a brand foundation underneath it. Every claim below is checkable against this guide's own prices.

12-MONTH PARTNERSHIP	INCLUDED BRAND ASSET	TOTAL VERIFIABLE ADVANTAGE
Annual Foundation (\$1,100/mo)	BRAND AUDIT — \$450 value	over \$2,400
Annual Momentum (\$1,400/mo)	BRAND DISCOVERY REPORT — \$950 value	over \$3,400
Annual Expansion (\$1,700/mo)	STARTER BRAND BOOK — \$2,450 value, plus Business Launch Foundation — \$850 value	over \$6,300

Terms: 3- and 6-month agreements earn 5% and 10% respectively (no asset). Included assets begin delivery after month two and vest across the term — one-twelfth per completed month. Already own the asset? Its value applies as credit toward the next volume up.

PAYMENT & COMMITMENT — HOW BILLING WORKS

Commitment pricing is real pricing, so it comes with real structure — stated here in plain language, because terms you discover later aren't terms, they're traps. Two fairness rules protect both sides, and everything below follows from them: **the published price is the charged price, and the earned discount is the kept discount.**

■ THE PAYMENT MENU

STRUCTURE	HOW IT WORKS · WHAT IT EARNS
Monthly, billed in advance — the default	Invoiced on the 1st; work follows payment. Pre-authorized payment is set up at signing. Full term discount applies.
Quarterly, in advance	Three months per invoice. Same discount, plus priority scheduling status across the studio.
Annual, prepaid	One invoice for the year. Same discount, plus a \$500 Collateral Catalogue credit and your rate locked through any future price change.

■ THE COMMITMENT RULES

- **Billed in advance, always:** monthly systems invoice on the 1st, and work follows payment. If a payment fails and isn't resolved within 10 days, work pauses automatically — no awkward conversations, just a clear rule that restarts the moment payment does.
- **Minimum period:** the first 3 months of any term agreement are non-cancellable. That window covers the setup investment on both sides.
- **The earned-discount rule:** your discount belongs to the term you actually complete. Exit a 12-month agreement early, and your rate is recalculated to the tier you genuinely reached — leave after five months and you pay 3-month pricing (5%), not annual pricing (15%), with the difference on your final invoice. It isn't a penalty; it's the published price for the commitment you kept.
- **Asset vesting:** annual-partnership assets (the Audit, the Discovery Report, the Brand Book) vest one-twelfth per completed month. Exit early and only the unvested portion is invoiced, at its published value. You never pay for what you've already earned — and never keep what you haven't.
- **Pause and exit:** monthly systems pause once per twelve months (up to 30 days, term extends accordingly). After the minimum period, termination needs 30 days' written notice.

None of this is fine print. It's the same transparency as the rest of this guide, running in both directions — and it's why we can publish a 15% discount and mean it.

CORPORATE & ENTERPRISE

The tiers in this guide serve owner-led organizations — roughly under twenty staff, a single brand, one decision-maker. Corporate scope differs in kind: stakeholder rounds, approval workflows, sub-brands, multi-location applications, compliance review. **Corporate work is therefore always scoped by written proposal from the floors below** — never quoted final on a call, because no two corporate scopes match.

CORPORATE LINE	FLOOR	WHAT MOVES THE NUMBER
Corporate Brand Strategy	from \$8,950	The Complete System is the corporate baseline; stakeholder rounds, sub-brand architecture, locations, compliance and procurement requirements scale from there.
Corporate Content Systems	from \$5,000/mo	12+ multi-format deliverables, dedicated planning cycle, approval workflows, paid-media usage rights, monthly reporting deck.
Corporate Digital Growth & Audience Systems	from \$4,000/mo	Multi-platform management, escalation SLAs, paid-media coordination, executive reporting, quarterly business review.

HOW WE WORK

THE PROMISES BEHIND THE PRICES

- **You own everything.** Every delivered asset and source file is yours — logos, guidelines, final footage, templates. If we ever part ways, you leave with the system, not a hostage situation.
- **The published price is the charged price.** No hidden fees, no surprise line items, no quiet discounts for whoever negotiates hardest — a price list is either real or it's fiction, and ours is real.
- **Turnaround:** 5 business days standard on monthly deliverables, 3 on Premium tiers. Rush available at +25%. Approval windows run 3 business days, then work auto-approves to protect your calendar.
- **Revisions:** every tier includes its stated rounds. A third round is \$75 per piece. A changed brief after approval is a new piece — we'll always tell you which is which before it costs anything.
- **Content tiers deliver; Growth tiers publish.** If you take content only, posting is yours — stated here and on every proposal so it's never a surprise.
- **Billing runs in advance, commitments run on fairness:** invoices on the 1st, work follows payment, and early exits recalculate to the discount actually earned — the full system is on the Payment & Commitment page. Credits from the entry ladder honour their stated windows.
- **AI, disclosed:** we use professional tools including AI where they speed production — and say so. Strategy, design judgment, and every decision that matters stay senior and human. You pay for judgment; the tools just make it faster.

HONEST QUESTIONS, HONEST ANSWERS

Why are you less expensive than production companies and agencies?

Different cost structure, not lesser work. Agencies bill teams and overhead; production companies build every piece from zero. We build systems once — template masters, batch capture, disciplined process — and produce on them. The strategy is senior on every file; the production is engineered to be efficient. That's the entire trick, and we're happy to explain it on a call.

What if I only need one thing?

Then that's what we'll recommend. One pillar, one volume, one catalogue item — the ladder exists so you can buy exactly your next step. If you need less than you came in for, we'll say so; it's the most reliable way we know to earn the bigger engagement later.

Do these prices change?

This guide governs 2026. Any future change is published, never retroactive — active clients and open proposals keep their numbers. Annual partners lock their rate for the full term.

How do the credits actually work?

Simply: Advisory Session (\$200) credits within 30 days of delivery, the Audit or Foundations Assessment (\$450) within 60, the Discovery Report (\$950) within 90 — each toward the next step up. One chain, clearly tracked, no fine print beyond the windows themselves.

What happens if I leave a term agreement early?

After the 3-month minimum: 30 days' written notice, your rate recalculates to the commitment tier you actually completed, and the difference appears on your final invoice — you keep every point of discount you earned, and only that. Any included annual asset settles the same way: the months you completed are yours; only the unvested share is invoiced. Clean numbers, clean goodbye, and the door stays open.

START

THE NEXT STEP COSTS NOTHING

A 30-minute Strategy Call — honest scoping, a written recap, and the right entry point. Even if the answer is “not yet.”

DM THE WORD “SYSTEM” — OR BOOK DIRECTLY.

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BUILD WHAT LASTS.

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