

**Every great DESIGN
begins ...
with an even better**

story

Let's illuminate

yours

 *lumienneEssence*

Design Packages

logo design

minimum 2 weeks ~~\$1200~~

Workables

- Research & Analysis
- Concept Development
 - design sketches
- 2 design explorations
- 1 final logo (2 formats)
 - vector based art
- up to 2 changes

Deliverables

- Primary logo
- Secondary Logo
- pdf, png, & svg formats
- font(s) used
- Choice of color for delivery.

\$800

This package is ideal if you have a thorough understanding of your market and your customers. You are only looking for someone to bring your ideas into the digital world.

logo & branding

minimum 3 weeks ~~\$1500~~

Workables

- Market Research
- 1 Customer Persona
- Competitor Analysis
- Moodboard

Deliverables

- Branding Color Palette (hex, rgb values provided. CMYK optional.
- Brand Summary, mission statement (vision)
- Audience avatar profile

\$1000

This package is ideal if you are looking to invest in a deeper understanding of your niche, your competitors and your customers so you can apply it to your new brand identity.



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Experience Design & Consulting

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