



BRAND
KIT FOR
BUSINESS

IS YOUR BRAND LOCKED IN?

With this package,
you'll be ready to ride.



HELLO!

Thank you for contacting Maverick Studios about our **Brand Kit for Business**.

You have less than eight seconds to convince a potential customer to buy from you. A solid branding strategy can make the difference between a good payday or a no-score. That's no bull.

We'll get started on the right foot with the **Maverick Studios Brand Roundup**, a paid initial deep dive service that will give us the insight we need to turn your brand into a cohesive, professional brand identity that reflects your organization's strengths, speaks directly to your audience, and gives your team the tools to show up consistently across platforms.

The resulting bespoke brand kit will give you a complete messaging and visual system, designed for clarity, connection, and growth to help you burst out of the chute like a champion.

Yours in partnership,

MICHELLE HOULDEN

OWNER • CREATIVE DIRECTOR, MAVERICK STUDIOS



HERE'S HOW IT WORKS

WHAT IT IS: A strategic and visual branding overhaul for growing organizations. Delivered in 2-3 working days.

WHY YOU NEED IT: You've seen what's working — and what's holding you back. The Brand Kit for Business is how we fix it.

I'll use the Trail Map from your **Brand Roundup** and turn it into a cohesive, professional brand identity that reflects your organization's strengths, speaks directly to your audience, and gives your team the tools to show up consistently across platforms.

WHAT YOU GET: The **Brand Kit for Business** buys **ONE FULL DAY** of all the design work I can create, such as:

- » Development of a full brand strategy and then a logo that meets the branding objectives we mapped out in your Roundup session, and
- » Tagline development that reflects your business mission statement and values you can incorporate into your marketing pieces

THIS IS THE KIT YOU NEED

Our **BRANDING FOR BUSINESS**

program will help you develop all the components you need for your brand into a ready-to-use guidebook.



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Because you're making a decision and choosing your final logo in one day, I can show you what it could look like on business cards, tshirts or signage — and you'll have samples ready to send to your printer as soon as you've got your new logo in hand!

Translation: your commitment to trusting in my branding expertise means we can do more AND wrap up quickly.

And then, in one or two working days after the logo build, I will deliver your:

- » **Full logo set** with all variants you'll ever need for print and web use
- » **Complete brand book** that you can use to easily create materials that adhere to your new brand.

Your brand kit will be ready to go with no need for endless revisions because the Roundup mapped it all out with clarity and precision — delivered with deadlines you can count on, and no micromanaging required.





OUR BASIC BRANDING BUNDLE INCLUDES:

| | |
|--|--|
| Brand logo design | A logo in full color, B&W and variants for print/web use. You will be able to choose your preferred design from up to three different concepts. You must choose your preferred design the same day you see it! |
| Brand tagline development | I can develop 1-2 suggestions based on your mission statement/ goals and values. Tagline to be incorporated into all relevant design elements (Logo variants, business cards, brochures, web banners, etc) |
| Customized brand standard guide | Digital PDF (6-8 pages), shows approved logos and variants, typography, brand colors and usage guidelines so you can easily create marketing materials that adhere to your brand. |
| <div> <div>EXCLUSIVE PACKAGE PRICE:</div> <div>\$2,900*</div> </div> | |

IMPORTANT NOTES:

* Package price doesn't include applicable taxes and the cost of any stock photography or other assets that may be needed to complete your project.

Regular studio hours are 10 am to 5 pm Monday to Friday. The studio is closed weekends and on statutory holidays.

NEED MORE?

Contact me for details and I'll recommend the perfect package for your business needs. See the next page for suggestions!





NEED MORE? WE'RE HERE TO HELP.

I offer comprehensive design, marketing and communication services with a turnaround time that's second to none. Here are just a few of the services I provide for business beyond the new business branding bundle:

- » Branded **office material** (e-signatures, business cards, stationery/letterhead, envelopes, signage, vehicle wraps, etc)
- » Custom branded **merchandise** (tshirts, hats, travel mugs, conference bags, lanyards, etc.
- » Branded **trade show materials** (booth skins, feather flags, table wraps, etc.)
- » **Brochures, fliers** and **product catalogs** to showcase your products and services
- » **Social media, print** and **web ads** to help you reach your audience online and in print
- » Professionally written and researched **blog material** to help you present information and build rapport with your customers
- » **Information graphics, illustrations, charts** and **technical drawings** to help visually explain your materials so they're easier to understand
- » Setup of a **website** that you can administer yourself
- » Corporate video production from scripting to filming and editing
- » New or redesign services for your **technical guide, newsletter, annual report** or **strategic plan**
- » ... AND MORE.

Give me the nod when you're ready to saddle up and build your brand. Email us at michelle@maverick-studios.ca to get started.