

PACKAGES & PRICING*

Custom Branding Packages for **YOUR** Business

1. LOGO Package: \$3,500

+Brand & Industry Research

We'll help you articulate the unique attributes of your business, your capabilities, ideal clients, current reputation and where you want to take your brand. We'll research the visual identities of your competitors and together we'll discover the main personality of your business. This initial phase will set the direction for the design work to come.

+Logo Creation & Production

This is the cornerstone of your company's visual identity. We'll develop and refine three to four logo ideas until we have the best concepts to present. Your favorite option(s) will be selected and refined again. We'll include a final bundle of digital files suitable for every application, from print to web to promotional products and more, all with unrestricted usage rights.

+Brand Colors & Specifications

We'll create a comprehensive, visual document listing the specifications for the colors in your logo (used by print vendors and web developers) to ensure your brand colors will match across different applications. Pantone® (PMS), CMYK, RGB and hexadecimal codes will be provided.

2. STANDARD Package: \$6,500

+Brand & Industry Research (as described above)

+Logo Creation & Production (as described above)

+Brand Colors & Specifications (as described above)

+Typography & Fonts

Included in this phase, is the compete recommended font package used in your final logo selections, brand messaging, website and any associated materials (if applicable). We'll also include examples of how and where to use them in your marketing materials.

+Graphic Elements

Graphic shapes (such as visual icons, logo infographics, custom patterns or other identity-specific elements) that flush out your brand's visual theme, will be provided (and illustrated) within your branding.

+Branding Style Guide

We'll develop a unique branding style guide—a comprehensive document that describes the elements of your brand and ensures consistent communications throughout all marketing components. It includes usage rules and logo/brand specifications, an identity color palette, all typography used, graphic elements, tag lines and messaging, and any other elements unique to your brand.

3. COMPLETE Package: \$12,500

+Brand & Industry Research (as described above)

+Logo Creation & Production (as described above)

+Brand Colors & Specifications (as described above)

+Typography & Fonts (as described above)

+Graphic Elements (as described above)

+Branding Style Guide (as described above)

+Business Cards & Stationery

Full-color business card template designs, showcasing your new logo identity and associated typefaces, will be provided for you and your employees. Also included, will be a stationery design template package with a letterhead, an envelope, note cards, digital Microsoft® templates (if applicable), e-mail signature block examples for employees and document form headers (if applicable). (Printing costs are not included.)

+Social Media Graphics

Profile images, photos and/or banner graphics will be provided for up to three social media platforms (Facebook®, LinkedIn®, Instagram®, Twitter®, etc.). Each photo/graphic will be sized accordingly (with appropriate resolution specs) and ready for upload.

+Complete 6-Page Website

We'll design a complete company website with up to six pages of unique content (using Weebly®, Wix®, GoDaddy®, Joomla®, Pair®, etc.) with performance-based SEO tools customized to match your unique brand. The builder/platform used will allow you (or your staff) to make your own simple text or content edits anytime without any HTML coding knowledge. The client (or client's copywriter) will supply final copy. (The cost of hosting and/or domain name registration are not included.)

4. AGENCY Package: \$45k+

+Brand & Industry Research (as described above)

+Logo Creation & Production (as described above)

+Brand Colors & Specifications (as described above)

+Typography & Fonts (as described above)

+Graphic Elements (as described above)

+Branding Style Guide (as described above)

+Business Cards & Stationery (as described above)

+Social Media Graphics (as described above)

+Complete 6-Page Website (as described above)

+ Advanced UI/UX Website Bundle

We offer additional website features and user interface/user experience tools, such as live form fields for customers, dynamic SEO Google® metrics and analytics, retail shopping options for products and services, and more. (Advanced third-party SEO fees are not included.)

+ Business Marketing Plan

Arguably the most important phase of any business, is a robust and comprehensive business development and marketing plan. Complete with ROI metrics, measurements, and quarter-end/year-end goals, we offer this plan for your growth, sales efforts and employee retention.

+ Print & Digital Ad Campaign

We'll create three custom print ads, three custom digital ads, a full-color 11" x 17" folded brochure and an 8.5" x 11" double-sided newsletter/flyer showcasing your new brand. Ads will be sized (with appropriate resolution specs) for the publication, article or online platform of your choice. (Third party printing and advertising space fees are not included.)

+ Direct Mail & E-Mail Marketing

We offer three custom direct mail pieces (such as a postcard, flyer, or newsletter) and three custom e-mail marketing newsletters matching your brand and theme. (Custom client mailing and e-mail lists are not included. Third party printing and postage fees are not included.)

+ Infographics Sales Tools

For custom client communications, we'll design and develop three comprehensive infographic marketing pieces used for both print and digital applications. (Third party printing costs are not included.)

PACKAGES & PRICING*

+Brand Identity

1. LOGO Package

+BRAND & INDUSTRY Research

+LOGO Creation & Production

+BRAND Colors & Specifications

\$3,500

1

2. STANDARD Package

+BRAND & INDUSTRY Research

+LOGO Creation & Production

+BRAND Colors & Specifications

+TYPOGRAPHY & Fonts

+GRAPHIC Elements

+BRANDING Style Guide

\$6,500

2

3. COMPLETE Package

+BRAND & INDUSTRY Research

+LOGO Creation & Production

+BRAND Colors & Specifications

+TYPOGRAPHY & Fonts

+GRAPHIC Elements

+BRANDING Style Guide

+BUSINESS CARDS & Stationery

+SOCIAL MEDIA Graphics

+COMPLETE 6-Page Website

\$12,500

3

4. AGENCY Package

+BRAND & INDUSTRY Research

+LOGO Creation & Production

+BRAND Colors & Specifications

+TYPOGRAPHY & Fonts

+GRAPHIC Elements

+BRANDING Style Guide

+BUSINESS CARDS & Stationery

+SOCIAL MEDIA Graphics

+COMPLETE 6-Page Website

+ADVANCED UI/UX Website Bundle

+BUSINESS Marketing Plan

+PRINT & DIGITAL Ad Campaign

+DIRECT MAIL & E-Mail Marketing

+INFOGRAPHICS Sales Tools

\$45k+

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*All pricing, descriptions and design services are subject to change.

DiPERSIO DESIGN CREATIVE MARKETING

THE INTENT & VALUE OF YOUR BRAND

Choosing a branding firm can be overwhelming and confusing. Where do you start? If you ask a professional creative agency for a quote, you might get a price anywhere from \$1,000 to \$85,000 and up. Why? We'll simplify it all. — Peter DiPersio, Creative Director & CEO

DEFINING & MANAGING YOUR BRAND:

In essence, **your identity is your brand**. It defines who you are, what you stand for, what you say about yourselves and how your company acts. This represents the overall experience you want your clients to have when they interact with you. **DiPersioDesign, Creative Marketing**, has years of real-world experience to develop a unique visual identity, your brand and logo elements, and a host of dynamic and relevant marketing materials that describe and promote your products and services—all within your budget.

COMMUNICATING YOUR BRAND:

In any successful business, marketing and communications play a critical role in **promoting and selling your brand** to the public, as well as advocating the overall mission of its leaders. **DiPersioDesign, Creative Marketing**, can create a consistent, over-arching image that **upholds and represents your vision...** that is your brand.

CREATIVE MARKETING SERVICES:

- ✓ Brand & Identity Development
- ✓ **Logo Creation** & Messaging
- ✓ Custom Logo Design
- ✓ UX & UI **Website** Development
- ✓ **Brochures** & Pocket Folders
- ✓ Print & Digital Advertising
- ✓ Flyers, Inserts & Handouts
- ✓ **Newsletters** & Invitations
- ✓ Direct Mail Postcards & Flyers
- ✓ Bi-Fold & Tri-Fold Mailers
- ✓ Digital **E-mail Newsletters**
- ✓ Business Cards & Stationery
- ✓ Copywriting, Proofing & Editing
- ✓ Custom **Infographics** Design
- ✓ Small Business Development
- ✓ Event & Invitation Design
- ✓ Trade Show Booths & Banners
- ✓ Press Releases & Drafting
- ✓ **Promotional Product** Design
- ✓ Conferences & Event Planning
- ✓ Client Campaign **Messaging**
- ✓ Strategy & Creative Consulting
- ✓ Statements of Qualifications
- ✓ Corporate Brand Strategy
- ✓ Business & Client **Messaging**
- ✓ Corporate Custom Stationery
- ✓ Large-Format **Displays** & Banners
- ✓ Creative Content Development
- ✓ **Field Market** Writing & Editing
- ✓ Off-Site Event Promotions
- ✓ Product Design & Production
- ✓ Intranet **Website Production**
- ✓ Client Micro-Site Development
- ✓ Photography & Photo Editing
- ✓ On-Location Photo-Shoots
- ✓ Microsoft® Design **Templating**
- ✓ Video **Biographies** & Editing
- ✓ Video Production & Delivery
- ✓ **Client Publication** Design
- ✓ Intranet Design & Production
- ✓ Media Packaging Design
- ✓ Integrated **Marketing Solutions**

◀ We've created **brand identities** for businesses and entrepreneurs for **more than 20 years**. Since different clients have different needs, we offer a variety of brand identity **pricing packages** designed to fit **your needs**. For more information, please contact us today at **(303) 859-1996**. Or visit us online at www.DiPersioDesign.com.

dipersiodesign
CREATIVE MARKETING

Peter DiPersio is the Chief Executive Officer and Creative Director of DiPersioDesign, Creative Marketing. All company and organization names, brands and logos shown herein, as well as all associated print and on-line materials associated with DiPersioDesign, are trademarked by their respective owners. Any reproduction of materials is strictly prohibited. For details and/or more information, please visit us on-line at www.DiPersioDesign.com. For marketing services, please contact us at (303) 859-1996 or Peter@DiPersioDesign.com. ©2020 Copyright DiPersioDesign, Creative Marketing

HOW MUCH MONEY

Should a Branding Identity Package **REALLY** Cost?†

\$ The Real Cost of Branding:

You just received a quote for \$85,000 from a **corporate agency** (or firm) to tackle the positioning and new identity branding for your business. You gulped and thought, “Are you kidding me?! That’s a lot of money!” But the reality is... that’s fair. It’s difficult to put a hard-dollar value on **strategic thinking, years of honed skills and training, and beautiful, diligent execution**. And, of course, keeping the lights on in a modern office building and paying a salaried creative team comes at a price.

Choosing a branding firm can be a nightmare. If you ask most agencies for a quote, you’ll usually get a price ranging anywhere **from \$1,000 to \$85,000 and up...** and sometimes this includes only the design. But through Craigslist®, for example, a so-called “graphic designer” or “freelancer” might offer a basic logo design for \$300 or less.

From the full-scope, corporate agency, to the struggling art student trying to make a buck (and everything in between), all of these options can lead you to wonder, “Do you really get better work the more you pay? How do these various services differ? **How much should I really spend on branding and marketing** my business?” It all comes down to what different agencies and contractors mean by “branding” and what your ultimate business goals are. Basically, the more you spend, the more you’ll get. But professional results come at a price... and you’ll almost always **“get what you pay for.”**

🔗 The Meaning of Three:

Branding encompasses **three different phases**. First, there’s the **visual brand** that aesthetically represents what you’re all about—the design of your logo, your website and associated marketing materials. Then there’s the **brand messaging** that communicates what you do and why you’re different. This can include your introduction content, your tag line and/or your profile message. Finally, there’s the **positioning of your brand**, which represents your consistent business plan, how you separate yourself from your competitors, your overall business strategy and structure, and all of your internal and external communications.

When a firm offers a **“branding package,”** it may be referring to only one or two aspects of the term. To decide exactly what your company needs, you must take into account where you rank in the **evolution of your business**, how far you want to take it and assess your current challenges and goals. You then need to determine the **best agency partner** to help you address each of these factors accurately.

👤 Visual Brand Designers:

When a designer says they’ll design your brand, what they really mean is your **logo, website and accompanying materials only**. In fact, it would be more accurate to say they’re designing your **visual brand**. They’ll often need **you or your staff** to provide the messaging and copy, logo ideas and concepts, color swatches, etc. And they’ll **completely rely on you** in terms of positioning and strategy. This unexpected process may cost your staff time, money and resources. The visual brand designer is the person you want to use when you’re

first starting out and if you don’t necessarily have a lot to invest. At least this option gives you “something” to get your business out there and to start **selling and testing** your products and/or services in the market. Once you’ve had some experience and success with clients in your industry, a **corporate agency** can craft your existing “visual brand” into something much more robust that will take you to the next level.

You can find those who might develop **your visual brand for \$1,000 to \$3,000**, and it’s possible to hook a great designer for even less (if you catch them at the right moment—perhaps right out of school). But these folks are unicorns—not the norm—and you’ll **always end up paying more** in other ways. A rising design star may be incredibly talented creatively, but likely hasn’t yet mastered the art of managing projects and clients. This usually means a lot more of their time (and your time) are spent on the project. Also, they’re generally not thinking about **messaging and business strategy**. They may make something that looks great, even brilliant, but if your messaging is generic and your overall business strategy is weak, **a gorgeous visual brand isn’t going to help very much** in the long run.

👤 Brand Messaging & Design:

A firm can develop your brand messaging by learning what your business is about, what your long-term goals are and what/how you want to communicate. They’ll put it into words, develop a tag line and design an identity to match. There are several branding agencies out there that **integrate visual design with brand messaging**. And if you’ve got a **solid business strategy** already in place, a firm that can create both your visual design and brand messaging is a great fit. This approach is the most common for small- to medium-sized businesses.

A **branding agency that has marketing savvy** can enhance your brand’s existing profile in the market and separate you from your competitors. If you have a clear business model, own a solid positioning in the market and are already profitable and looking to take your company to the next level, **this is the option for you**.

👤 Positioning Your Brand:

Positioning your brand may be the **most important phase** of your branding strategy and marketing efforts. The right agency can help you strategize how to better position your business in the market to increase profit, build a consistent and relevant brand message, and design your identity (based on that positioning) to catapult your business to market domination. **This is the agency you want** if you have some revenue to work with—and therefore a budget. However, relatively few of these agencies offer positioning because **they often lack the skills** required to understand business strategy, marketing and communications, design strategy and consistency, and how to **integrate it all together**.

Another reason many branding agencies don’t touch business positioning and strategy is that strategists are **often the bearers of bad news**. And many agencies don’t want to take on that responsibility. Essentially, you may think your strategy is solid, but if your business is not profitable and is barely breaking even, **your brand needs more of a strategic position** in the market—a more solid sales and business plan—as a foundation for your new messaging and design. Without that, your shiny new brand may help you look sexy, but ultimately, you’re **not going to achieve your business aspirations**. In short, making your ideal business model highly profitable should be the end-goal of any company... regardless of the price tag.

👤 Agency Focus & Abilities:

Some agencies may **focus their work** by industry, by business size, by the clients’ target market or by a variety of factors. But if they don’t have a focus, they’re sometimes able to **learn other nuances** of their clients’ business model and consult on other aspects during the process.

It’s rare to find a creative marketing agency that’s adept at developing a complete branding strategy for **businesses of all kinds**. This usually means that the one steering the ship has a **vast knowledge of various industries and decades of experience** developing identity campaigns for companies across the board. And bringing outside industry expertise into the conversation, even if it may seem completely unrelated to your business, can sometimes bring **invaluable insight** to the process.

👤 The Oscillating Price Range:

Pricing for corporate agencies that **offer all three phases** of a complete branding strategy (visual, messaging and positioning), can range widely **from \$15,000 to \$85,000 and up**. A great way to identify a qualified firm and if **they’re the right fit for you** is to pay attention to their questions. Are they asking about your numbers? Are they asking about your pricing, your process and your profitability? Are they interested to learn about your ROI goals, long-term business plans and growth? If they are, then they’re making sure that your brand messaging is supported by a **strategic and profitable** business strategy.

Some of the biggest agencies in the industry do this and do it well, but the price tag usually starts at about **\$35,000... just for the strategy**. And when you throw in research, messaging and visual design, the project can potentially add up to **hundreds of thousands of dollars**. Smaller agencies usually don’t offer all three phases of a complete branding strategy since the experience and skill-set required is so extensive. But if you’re looking for a firm to **tackle the full spectrum** of a complete branding package for your business and you can’t afford an \$85,000 price tag, it’s highly recommended that you **interview different agencies** about the scope of their experience, the specific services and packages they offer, and their collaboration process.

👤 Success for Your Business:

While building our own business, **standing out in the market is critical** to your success. Even with an aesthetically gorgeous design, without a unique message and brand voice, you’ll lose out to other agencies that made a better case. While a beautiful brand may make people ogle over a pretty new logo and website, if you can’t close the deal with your clients and are **unable to create a lucrative business**, your brand didn’t accomplish the ultimate goal—profitability.

To decide who to hire and help you **take your business to the next level**, you need to deduce how much you want to spend (what your branding and/or marketing budget is), identify where you are in the market, determine what your short- and long-term goals are, and **find an agency that’s qualified** to meet each of those goals. And that firm needs to do it all at a reasonable cost. **Corporate agency results don’t have to come at a corporate agency price**.

👤 Your Point of Contact:

For additional pricing options and/or more information, please contact **DiPersioDesign, Creative Marketing**, at **(303) 859-1996**. Or visit us on-line at **www.DiPersioDesign.com**.

+Brand Identity PACKAGES & PRICING*

1. LOGO Package

+BRAND & INDUSTRY Research
+LOGO Creation & Production
+BRAND Colors & Specifications

1

\$3,500

2. STANDARD Package

+BRAND & INDUSTRY Research
+LOGO Creation & Production
+BRAND Colors & Specifications
+TYPOGRAPHY & Fonts
+GRAPHIC Elements
+BRANDING Style Guide

2

\$6,500

3. COMPLETE Package

+BRAND & INDUSTRY Research
+LOGO Creation & Production
+BRAND Colors & Specifications
+TYPOGRAPHY & Fonts
+GRAPHIC Elements
+BRANDING Style Guide
+BUSINESS CARDS & Stationery
+SOCIAL MEDIA Graphics
+COMPLETE 6-Page Website

3

\$12,500

4. AGENCY Package

+BRAND & INDUSTRY Research
+LOGO Creation & Production
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+COMPLETE 6-Page Website
+ADVANCED UI/UX Website Bundle
+BUSINESS Marketing Plan
+PRINT & DIGITAL Ad Campaign
+DIRECT MAIL & E-Mail Marketing
+INFOGRAPHICS Sales Tools

4

\$45k+

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†Information sourced in part by contributing editors from Forbes Media.