

BRANDING PACKAGE

Section A:

Graphic design of Logo, Company Name, Company Tag Line, Business Card

Budget: \$250

Due Date: One (1) week from start date

Section B:

Graphic design of Stationery & Online Branding Elements (incorporating Section A designs)

Budget: \$150

Due Date: One (1) week from start date

Total Proposed (we have some flexibility) Branding

Package Budget: \$400

Final Deliverables include:

PRINT-READY DESIGNS for:

- I. Logo
- II. Company Name + Tag Line
- III. Customizable Business Card
- IV. Stationery Cover Sheet
- V. Stationery 2nd Sheet
- VI. Envelope
- VII. "Blank" 1st Page
- VIII. "Blank" 2nd Page

ONLINE-READY DESIGNS for:

- IX. Logo
- X. Company Name & Tag Line
- XI. Logo & Company Name + Tag Line
- XII. Customizable Email Signature

IMPORTANT:

- All designs to tie into existing website template, incorporating graphic elements and color palette:

<http://www.templatemonster.com/joomla-templates/44999.html>

Note: This is the sample template that our web designer will be using to incorporate all our content and to establish our brand identity; the colors, graphic images, and layout will remain as represented in this sample.

- All designs to be strong, graphic presentations that “breathe” without feeling too busy, capitalizing on positive use of white space.

I. LOGO / PRINT-READY DESIGN

A. GENERAL INFORMATION

Will be used for branding of marketing materials; to be able to stand-alone AND to seamlessly tie into design of company name and tag line.

B. LOGO DESIGN INFLUENCES

Company Name:

East-West Advocates

Company Tag Line:

Guiding your Journey through Integrative Healing

Mission Statement:

With years of devotion to the long-term well-being, peace and happiness of our clients, we come together as a team of passionate wellness advocates. By blending our knowledge of eastern wisdom and healing with western medicine and cures, we will guide you along a confident, informed, clear path to ridding your body, mind, and spirit of dis-ease.

C. LOGO DESIGN SPECIFICS

1. To create an abstract blend of the known symbols representing eastern wisdom (yin yang, energy ball hands) and western medicine (Rod of Asclepius).



Rod of Asclepius



yin yang






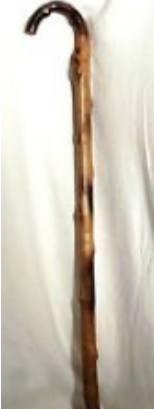
energy hands

2. To create a logo that is strong as a black and white line drawing.
3. To have a color palette that is strong in relationship to the website color palette.
4. To have a color palette that is minimal, allowing for cost effective printing in large or small format, e.g. for business cards, posters, banners, billboards.
5. To elicit the “goose bumps / wow!” factor...creative, simple, powerful, brilliant ☺

D. LOGO WE LIKE / STARTING POINT



Modifications to the above logo to include:

Description	Sample Image
<p><u>“Energy hands”</u> instead of wings</p>	
<p>Yin yang with central <u>“energy ball”</u> at top of staff</p>	
<p><u>Image of world</u> in “yin yang energy ball”</p>	
<p>Vertical staff to be more like a <u>earthy, knobby tree stick</u></p>	

Body curving around stick to be more androgynous, blending masculine and feminine lines, e.g. the curves and muscular structure of the David



II. COMPANY NAME + TAG LINE / **PRINT-READY** DESIGN

GENERAL INFORMATION

Will be used for branding of marketing materials; to be able to stand-alone AND to seamlessly tie into logo design.

SPECIFICS

- Company name and tag line married as one image
- Company name and tag line married to logo as one image

Full-color artwork to include:

- Use of existing font or original design
- Design that is strong as a black and white line drawing
- Color palette that is strong in relationship to the website
- Color palette that is minimal and cost effective
- Able to be printed in large or small format, e.g. for business cards, posters, banners, billboards.
- The “goose bumps / wow!” factor 😊

III. CUSTOMIZABLE BUSINESS CARD / **PRINT-READY** DESIGN

GENERAL INFORMATION

Will be sent out to vendor for printing; able to be edited for future revisions of, e.g. names, phone numbers, email addresses, etc. (currently have 4 employees requiring business cards).

Full-color artwork to include:

- Tie-in to color palette and graphic elements of website
- Logo

- Name of company
- Tag line
- Name of employee
- Title of employee
- Company phone number
- Cell phone number
- Email address
- Website address

IV. STATIONERY COVER SHEET / **PRINT-READY** DESIGN

GENERAL INFORMATION

Base template for writing letters in Word doc format; able to be printed in office or sent out for printing by vendor.

Full-color artwork to include:

- Tie-in to color palette and graphic elements of website
- Logo
- Name of company
- Website address

V. STATIONERY 2ND SHEET / **PRINT-READY** DESIGN

GENERAL INFORMATION

Base template for writing letters in Word doc format; able to be printed in office or sent out for printing by vendor.

Full-color artwork to include:

- Tie-in to color palette and graphic elements of website
- Company tag line

VI. ENVELOPE / **PRINT-READY** DESIGN

A. GENERAL INFORMATION

Base template for addressing envelopes in Word doc format; able to be printed in office or sent out for printing by vendor.

Full-color artwork to include:

- Tie-in to color palette and graphic elements of website
- Logo
- Name of company
- Address

VII. “BLANK” FIRST PAGE / PRINT-READY DESIGN

A. GENERAL INFORMATION

Branded “blank” page, for creation of written proposals, documentation, etc.

To include in full-color:

- Tie-in to color palette and graphic elements of website
- Logo

VIII. “BLANK” 2ND PAGE / PRINT-READY DESIGN

GENERAL INFORMATION

Branded “blank” page, for creation of written proposals, documentation, etc.

To include in full-color:

- Tie-in to color palette and graphic elements of website

IX. LOGO / ONLINE-READY DESIGN

GENERAL INFORMATION

Formatted for easy application to any online interface, e.g. website integration, partner referral, social media pages, phone apps, power point presentations, etc.

To include (in black & white and full-color):

- Logo

X. COMPANY NAME + TAG LINE / ONLINE-READY DESIGN

GENERAL INFORMATION

Formatted for easy application to any online interface, e.g. website integration, partner referral, social media pages, phone apps, power point presentations, etc.

To include (in black & white and full-color):

- Company name married to company tag line

XI. LOGO & COMPANY NAME + TAG LINE / ONLINE-READY DESIGN

GENERAL INFORMATION

Formatted for easy application to any online interface, e.g. website integration, partner referral, social media pages, phone apps, power point presentations, etc.

To include (in black & white and full-color):

- Logo married to company name and tag line

XII. CUSTOMIZABLE EMAIL SIGNATURE / ONLINE-READY DESIGN

GENERAL INFORMATION

Able to be edited for revisions in future, e.g. Change name, title, phone number, delete information, etc. (currently have 4 employees requiring signatures).

To include in full-color:

- | | |
|-------------------------|---------------------|
| - Logo | - Name of employee |
| - Name of company | - Title of employee |
| - Phone number | - Phone number |
| - Website address | - Email address |
| - Signature of employee | - Company tag line |