

THE BRAND FLIGHT.

BY HUISMAN CREATIVE CO



WELCOME TO **THE BRAND FLIGHT**

The Brand Flight is a set of packages aimed at start ups and small business's with the goal of providing a professional identity and branding springboard at fair fixed pricing.

Identity is more than a logo although that's always a great start, it's a visual array of elements from the consistency of colour, to the photos you use, to those little things that become recognisable as part of your brand both internally and externally and carried through to other brand collateral.

Let's Design Awesome.

HOW IT WORKS?

Unlike actually becoming a pilot, this is as easy as:

- 1.** Choose the identity package that suites your need.
- 2.** Choose any additions to add to your package. Once you know what you need let us know and we will send through an invoice.
- 3.** To pay for the fuel we would need either a deposit or full payment on the basic packages, We take care of the rest by crafting some awesome ideas that will prepare you for take off.

WHAT WOULD HELP US GIVE YOU FLIGHT

1. Some info about your company: name, about, contact and email.
2. If you have some ideas of what you are looking for, please share after all this is a brand partnership
3. Colours and brands that may inspire you.
4. A little about your target and competitors. **By the way! we can help with this as part of a strategy guide if needed**

THE PACKAGES

	Logo Basic R 2600.00	Logo Premium R 7800.00	ID Basic R 3200	Brand Premium. R 12500.00
Logo Options	1 Unique Idea	3 Unique ideas	X	3 Unique ideas
Consult / Discussion	✓	✓	✓	✓
Research	X	✓	X	✓
Mood board	X	✓	X	✓
Colour palette PDF	✓	✓	X	✓
Typography as part of guide	X	✓	X	✓
Brand mark	X	✓	X	✓
Business Card print ready and digital	X	X	✓	✓
Letterhead word and PDF	X	X	✓	✓
Email Signature	X	X	✓	✓
4 page Identity Guide	X	✓	X	X
Brand Tstrategy Guide includes ID guide	X	X	X	✓
Formats	✓	✓	✓	✓

Please Note: Print costs are excluded.
Logo basic is payable in full upfront



ADD ONS / OTHER FLIGHT SERVICES

	As Add-on	As a service
1 Page Website - Theme Customised content to your brand, 3 Page folds, 3 themes to chose from. Base SEO.	R 3600	R 4000
3 Page Website - Theme Customised to your brand, 3 fold home page + 2 other, 3 themes to chose from. Base SEO.	R 4700	R 5200
5 Page Website - Theme Customised to your brand, 3 fold home page + 4 other, 3 themes to chose from. Base SEO.	R 7200	R 8000
Powerpoint Presentation Template - Powerpoint master page template to suite your brand	R 1750	R 1950
4 Page Brochure - A profesionally layed out visual guide to your products or brand. Info provided by client.	R 2925	R 3250
Flyer / Poster Design - A short form information doc. designed for both print and digital. Price per poster idea.	R 1750	R 1950
Icon Design - Icons designed uniquely for your brand. Each.	R 250	R 350
Hosting - Annual Copper hosting. Includes initial .co.za domain registration.	R 1030.00 for the 1st year	R 1130.00 Thereafter
Content Services - Personalised content for your website or brochures based on cost per word.	TBQ based on requirement	
Social Media Management or CEO - Custom social / SEO strategy and maintenance. Monthly service.	TBQ based on requirement	
Customised Websites - Full Customised website built to need from the concept to live site into CMS.	From R 15000.00	
Catalogue Design - A large visual presentation to your products. Info provided by client.	TBQ based on requirement	
Illustration - Vector flat or isometric illustration to compliment your brand message	TBQ based on requirement	

Work under R 3000 requires full payment upfront otherwise a 60% deposit is required with 40% payable on approval of work done and before delivery.

All jobs are provided print or web ready, printing however is excluded as that it is a highly personal requirement and is affected by decision on quantity, paper and other finishings.

Domain Costing

Includes Domain Name Renewal

Includes SSL certicate requirements

Hosting also includes monitoring and troubleshooting if needed with host.

ABOUT THE OFFERINGS

Whichever package you take, your final logo will always be presented in the following formats:



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FULL COLOR

The full colour version is ideal for use on more simpler backgrounds such as white or complimentary single colour backings.



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SINGLE COLOUR BLACK

The single colour versions are ideal for use on applications where the backgrounds contain a lot of colours or on a t-shirt or sign where you may only have the option for a single colour print.



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SINGLE COLOUR WHITE



SOCIAL

A small profile version of the in JPEG format for use on social media.

FILE FORMATS: PNG, JPEG, VECTOR PDF AND EPS

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ABOUT THE OFFERINGS

Colour PDF. Mood Board. Identity Guide vs Brand Guide.

COLOUR PDF

MOODBOARD

IDENTITY GUIDE

BRAND GUIDE

A breakdown of colours into the following formats to help you keep the same colours throughout:

HEX - Web colour codes

RGB - Screen colours

CMYK - Print ready full colour

PANTONE - Print ready for single colour prints.

A professional collection of images and concepts that will guide the feel of your brand.

A full visual guide to your brand this includes colours, usage, fonts and sizes, spacings and support colours.

A compass for your brand this includes both strategy and visual elements of your company.

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ABOUT THE OFFERINGS

Theme based websites **vs** custom websites

1 PAGE THEME

Our one page theme website includes the choice of 3 themes. The chosen theme is customised to your brand this includes:

- Updating the content to yours including sourcing stock photos and adding your visuals
- Includes making the form to email work for you.
- It does not include adding any special coding additions to the site structure.

3 PAGE THEME

Our 3 page theme website includes the choice of 3 themes. The chosen theme is customised to your brand this includes:

- 1 Page Home + 2 additional pages of choice using the theme structure.
- Updating the content to yours including sourcing stock photos and adding your visuals
 - Includes making the form to email work for you.
 - It does not include adding any special coding additions to the site structure.

5 PAGE THEME

Our 3 page theme website includes the choice of 3 themes. The chosen theme is customised to your brand this includes:

- 1 Page Home + 4 additional pages of choice using the theme structure.
- Updating the content to yours including sourcing stock photos and adding your visuals
 - Includes making the form to email work for you.
 - It does not include adding any special coding additions to the site structure.

CUSTOM WEBSITE

What makes this a different from the other options is that we are creating a custom design / theme from scratch.

This includes:

- Wireframing / UX
- Custom concept
- Custom build into CMS
- Custom functions based on brief.

Ideal for items such as catalogue websites, e-commerce or marketing sites requiring a totally unique feel and advanced requirements.

All websites includes basic SEO and Analytics setup. Content to be provided by client, we do offer a custom copy service should this be required.

**HAVE ANY OTHER QUERIES
WHY NOT SEND US AN EMAIL**

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**LET'S
DESIGN
AWESOME
AND GET YOU
OUT THERE**

