

Brand Evolution Packages

All packages include guided discovery, brand development, and publishing.

BRAND PACKAGES	Brand Identity (\$788)	Brand Presence (\$1,588)	Brand Monetisation (\$2,588)	Brand System (\$4,988)
Client Fit	Starting Out	Getting Serious	Ready to Grow	Ready to Scale
Group Discovery	Group Discovery Series	Group Discovery Series	Group Discovery Series	Group Discovery Series
Private Discovery		Private Session (1 x 1 Hour)	Private Sessions (2 x 1 Hour)	Private Sessions (4 x 1 Hour)
Brand Promo Card	Design (digital) QR Code	Design (digital) QR Code	Double Sided Design (digital & PDF) QR Code	Double Sided Design QR Code (digital & PDF & 250 prints)
Brand Name	Group coaching	Group coaching	+ Strategic coaching	+ Brand name direction
Domain Name	Registration Guidance	Registration Guidance	Registration Guidance	Registration Guidance
Brand Development	Logo, icon, wordmark, colour palette, fonts	+ Tagline, call to action (CTA) message	+ Brand Guide	+ Voice + USP
Brand Library	JPG, PNG	JPG, PNG, PDF, SVG	JPG, PNG, PDF, Vector, SVG,	JPG, PNG, PDF, Vector, SVG
Social Media Assets	Banner design + icon (YouTube, FB)	Banner design + icon (YouTube, FB)	Banner design + icon (YouTube, FB, LinkedIn)	Banner design + icon (YouTube, FB, LinkedIn)
Animated Logo		Simple Logo Reveal	Logo + CTA Reveal	Logo CTA + Logo Extro
Website		1 Page	3 Pages	7 Pages
Branded Email	1 x Pop3 Email Account Branded email signature	1 x Pop3 Email Account Branded email signature	1 x Pop3 Email Account Branded email signature	+ Google Workspace domain integration support
Monetisation			Monetisation guidance	Payment system integration
Video Production			Promo video (30-Sec)	Promo videos (8-Sec + 45-Sec)
Business Card			2-Sided design (PDF)	2-Sided design (PDF) 500 prints
Full Media System Marketing Plan	Full Media System (FMS) Group Training	Full Media System (FMS) Group Training	FMS Group Training + 1 x TAN Facilitated Plan	FMS Group Training + 3 x TAN Facilitated Plans
Google Profile	Profile-ready assets	Brand & Contact Info	+ Description	+ Optimization

Optional Add-Ons: Private discovery sessions (\$150/hr), custom business card design with QR code (\$250), logo animation (\$300), landing page design (\$350), 30 second promotional video (\$500), Google Workspace email setup (\$250), monetisation support (\$75/hr). Custom packages can be designed after initial discovery.

