



BRANDING OPTION ONE

HERE'S WHAT THIS OPTION LOOKS LIKE:

- Client will provide Grey Street with an overview of the project, inspiration, other similar branding that the Client either likes or dislikes, an overview of the organization to which the branding pertains, and a description of the look and feel they would like the branding to have.
- **Grey Street will create and mockup three (3) branding options (logo, colour palette, fonts, etc.)**
- Client will choose either a design in full or elements from the three designs to be combined into a final product. At this point, the Client can also give suggestions for other changes that may be outside of the three options. (If the Client would like more options presented in addition to the original three, they will be created at this point in the process for an additional fee of \$120/hour)
- Grey Street will pull the approved elements together to create one (1) brand design.
- Grey Street will submit the final mockup to the Client for final approval.
- (If at this point, there are additional changes required to the final design, there will be a fee of \$120/hour for the changes)
- After approval, Grey Street will create a final digital brand package containing each of the following elements:
 - Logo (png, jpeg, .eps, .ai) in black and white and colour for each variation
 - Fonts
 - Additional individual elements (if applicable)
 - Backgrounds (if applicable)
 - A branding PDF which includes generic usage suggestions/guidelines for the logo and other brand elements as well as colour palette information

\$3,425 + GST

**WE'D LOVE TO CHAT WITH YOU ABOUT HOW
GREY STREET MEDIA CAN BUILD YOUR BRAND!**

INFO@GREYSTREETMEDIA.CA | CALL OR TEXT 780.930.5469