



BRANDING OPTION TWO

HERE'S WHAT THIS OPTION LOOKS LIKE:

- Client will provide Grey Street with an overview of the project, inspiration, other similar sites/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 one (1) branding options (logo, colour palette, fonts, etc.)**
- Client will approve or suggest changes to the design.
- Grey Street will incorporate the changes and send to Client for approval. This process will continue at a rate of \$120/ hour until the design is approved by the Client.
- 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

\$925 + GST

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

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