



HEIRLOOM SEED CREATIVE
BRAND & STRATEGY

BRANDING PACKAGE | \$3,000

CREATIVE DEVELOPMENT

Creative Document (key to fulfilling the elements we offer)
Identify Top 2 Customer Segments.
Create Value Proposition for the 2 Customer Segments.
Identify Next Steps

LOGO DESIGN

Rendering with 3 rounds of edits. Finished, scaleable, full color and black/white logo in a JPG, PNG, EPS, SVG, and TIFF format for print and digital use.
Typography Board: 1-3 fonts to represent the brand.
(Logo/Headline/Subheading)
Color Board: Color scheme (2-4 colors) with HEX, RGB, CMYK info.
Custom Business Card file & Business Letterhead file with bleed in PDF format.

COPYWRITING

Tagline based on foundation documents.
Messaging (elevator pitch, paragraph outlining vision/mission, description)
Bio for owner/founder.

SOCIAL MEDIA SAMPLE PACK

Two social media posts and a FaceBook Page banner to kick-start your vision and new look.
For Social Media and/or Google Back End Set Up--Contact Us for Pricing at:
hscreative@karenconrad.net