

BRAND.

By Katie

BUSINESS BRAND AUDIT

CLIENT NAME: <Client Name>

CLIENT E-MAIL ADDRESS: <Client E-mail>

CLIENT BUSINESS NAME: <Client Business Name>

V1 JAN 2020

BRAND AUDIT SUMMARY

A Brand Audit has been conducted of your business looking at three main areas:

- Your brand consistency online and offline
- Your alignment with your business sector
- Your engagement with your target market

The results of your audit have been laid out in a *traffic light* system to help you identify the areas which may have an impact on your business and areas that could help engage with your target market better.

RED – These points could have an impact on your target market.

AMBER – Change advisable but may not impact your target market.

GREEN – Things that are helping you engage with your market.

From the outcome of the audit, I would advise you consider my **Start-Up package/ Online Promotional Package/ Offline Promotional Package/ Bespoke package** which you can view all the details at the back of the summary.

Please note that you are under no obligation to take up any of the services or advice given to you in this Audit. However, if you do decide to purchase a service the audit cost will be removed from the package price. I also offer **payment plans** to help spread the cost of your design work.

If you would like to have a chat about your options, please contact me at hello@katiewcope.co.uk

Katie x

OVERVIEW

Here I will summarise the Audit and suggest any ideas that may help with your business including potential opportunities to follow.

BRAND BY KATIE

AUDIT

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DESIGN PACKAGES

Below is detailed information regarding my design packages. if you do decide to purchase a service the audit cost will be removed from the package price. All services require a 50% non-refundable deposit. Please email me at hello@katiewcope.co.uk to confirm a package.

BRAND BY KATIE

START-UP PACKAGE – FULL PRICE: £500

This package is for any businesses just starting out on their brand design journey. It has been created to help you identify and engage your target market and to ensure that once the project has finished you can continue to stay on brand without my assistance.

INCLUDES:

Target Market Identification

Helping you identify and understand your target market so that you can engage with them better.

Social Media Graphics

X3 image graphics and x3 background graphics created for the social media platforms of your choice so you can use and update as and when you require.

Logo Design

A logo to represent your business which will be formatted to use online and offline.

Standard Sized Business Cards (3.5" x 2") with logo on them, x250 printed with a matte or gloss finish*

Business cards to give to potential customers that you meet face to face. These will be full colour with the information of your choosing.

Style Guide

1-page document that will detail your brand logo, colours, font and text alignment to help you stay consistent with your brand.

WiX or Squarespace Website

A Wix or Squarespace website setup for your business with a home page, about page and contact page setup as standard with a maximum of 3 additional pages of your choice setup.

BRAND BY KATIE

ONLINE PROMOTIONAL PACKAGE FULL PRICE £150

This package is for any business that is looking to increase their visibility online.

INCLUDES

Social Media Graphics

X3 image graphics and x3 background graphics created for the social media platforms of your choice so you can use and update as and when you require.

WiX or Squarespace Website

A WiX or Squarespace website setup for your business with a home page, about page and contact page setup as standard with a maximum of 3 additional pages of your choice setup.

Style Guide

1-page document that will detail your brand logo, colours, font and text alignment to help you stay consistent with your brand.

OFFLINE PROMOTIONAL PACKAGE FULL PRICE £200

This package is for any business that is looking to increase their visibility offline

INCLUDES

Business Card Design*

Business cards to give to potential customers that you meet face to face. These will be full colour with the information of your choosing.

Flyer Design*

A5 or A6 flyers, double or single sided designed to either advertise your business or to promote a certain element of your business.

Style Guide

1-page document that will detail your brand logo, colours, font and text alignment to help you stay consistent with your brand

BESPOKE PACKAGE

This package is for businesses that want to select the design elements that they require for their business.

Please note that the total amount of elements must be £150 or over for the audit price to be removed from the cost.

Business Card Design* FULL PRICE £50

Business cards to give to potential customers that you meet face to face. These will be full colour with the information of your choosing.

Flyer Design* FULL PRICE £50

A5 or A6 flyers, double or single sided designed to either advertise your business or to promote a certain element of your business.

Style Guide FULL PRICE £150

1-page document that will detail your brand logo, colours, font and text alignment to help you stay consistent with your brand

Social Media Graphics FULL PRICE £50

X3 image graphics and x3 background graphics created for the social media platforms of your choice so you can use and update as and when you require.

WiX or Squarespace Website FULL PRICE £200

A WiX or Squarespace website setup for your business with a home page, about page and contact page setup as standard with a maximum of 3 additional pages of your choice setup.

Logo Design FULL PRICE £150

A logo to represent your business which will be formatted to use online and offline.

Business Stationery* FULL PRICE FROM £40

To help reinforce your brand through thank you cards, reward cards, labels, or letterheaded paper

Roller Banner Design* FULL PRICE £50

To help you stand out at events or exhibitions.

*Printing & quantity quoted separately

BRAND BY KATIE

PAYMENT PLANS

Good Brand Design can be expensive, especially when you are setting up your business or a small business. I have two payment plan options to help you spread the cost of your design work so you can still get bespoke brand design without impacting your cashflow.

For further information about either package please contact me:

hello@katiewcope.co.uk

3 INSTALMENTS

Can be applied to any package.

3 equal instalments: your first instalment will be your initial deposit.

If you are unable to pay the final instalment before your project is complete, you will be given the option of waiting until you pay the instalment to receive your artwork, or to use the artwork with my branding attached. Once the final instalment is paid my branding will be removed.

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