

BRAND IDENTITY

WHAT'S INCLUDED IN EVERY PACKAGE:

Every Big 7 brand identity begins with thoughtful creative direction and ends with a brand you can actually use.

- Every package includes:
 - Creative direction + brand consultation
 - Custom logo design
 - Primary logo
 - Secondary logo variation
 - Favicon / icon
 - Curated color palette
 - Font pairing
 - Multiple logo color variations
 - High-resolution logo files



THE FOUNDATION *\$450*

For the business that needs a solid place to start.

You don't need a massive branding package. You just need a professional identity that makes your business look established and gives you the confidence to start showing up.

WHAT INCLUDED

- Custom Logo Suite
 - A primary logo, secondary logo, and favicon designed to give you flexibility across your website, social media, and other basic brand touchpoints.
- Color Palette
 - A curated set of brand colors with the exact HEX, RGB, and CMYK codes you'll need.
- Typography
 - A thoughtfully selected font pairing that gives your brand a consistent visual personality.
- Mini Brand Guide
 - A simple guide outlining your logos, colors, and typography so you know how to keep things cohesive.

Best for: New businesses, side hustles, personal brands, or businesses ready to finally move beyond DIY branding.



THE SIGNATURE

\$875

For the business that's ready to look as established as it actually is.

The Signature gives you everything you need to create a recognizable, cohesive brand across your website, social media, and everyday business materials.

WHAT'S INCLUDED

- Everything in The Foundation, plus:
- Expanded Logo Suite
 - Additional logo variations designed for different placements and applications.
- Comprehensive Brand Guide
 - A detailed guide covering logo usage, colors, typography, visual direction, and how to keep your brand consistent.
- Custom Brand Elements
 - 3–5 custom illustrations, icons, patterns, or graphic elements designed specifically for your brand.
- Visual Direction
 - Curated imagery and visual references that establish the overall look and feel of your brand.
- Social Media Starter Kit
 - Branded profile imagery, highlight covers, and other small social assets to help you launch your new identity.

Best for: Growing businesses that have outgrown their current branding and want a polished, recognizable identity they can confidently use everywhere.



THE FULL BUILD *\$1500*

For the business ready to build the whole thing.

This is the full Big 7 brand experience. We're not just making you a logo, we're creating a visual identity with strategy, personality, and all the supporting pieces needed to make your brand feel complete.

WHAT'S INCLUDED:

- Everything in The Signature, plus:
- Brand Strategy
 - A deeper look at your audience, positioning, personality, goals, and the story behind your business to guide the creative direction.
- Complete Visual Identity
 - A fully developed visual system including custom graphic elements, imagery direction, textures, patterns, and other details that make your brand unmistakably yours.
- Business Card Design
 - A custom business card designed as an editable, print-ready file.
- Social Media Brand Kit
 - Profile imagery, highlight covers, reel stickers, and additional branded social elements.
- Three Branded Collateral Pieces
 - Choose from pieces such as a pricing guide, thank-you card, email signature, flyer, lead magnet, or other branded business material.

Best for: Established businesses, personal brands, and entrepreneurs who want a complete identity that can grow with them.

NEED SOMETHING CUSTOM?

Not every business needs the same thing. Additional brand assets and custom deliverables can be added to any package for an additional investment.