

# BRAND IDENTITY



We'll develop the visual elements of your brand while using your brand strategy as a reference.

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## Inspiration Board

A collection of photos, colors, typography, and patterns that provide visual direction for your brand moving forward.

## Color Palette

Primary and secondary color palette selection.

## Logo

Full header logo and submark logo development (usually a graphical shape, drawing, or icon that represents your business).

## Typography

Primary and secondary typeface selection.

## Style Guide

15-20 page visual guide that shows you exactly how to present your brand to the world. This ensures that your brand image stays consistent no matter where it shows up.