

*Relevé Branding Agency*



**Service Catalogue  
Pricing & Terms  
2019**

# Branding

We understand that our desire to work with personal brands and smaller businesses comes with a caveat that your budgets will be smaller. There are enough agencies out there that target high-budget businesses, and we aim to give you those same innovative, high quality results at a lower price point. That being said, we need to make a living too, so please respect the prices listed and only reach out if you are genuinely interested in your investment.

## **Our Branding Services and Pricing**

### **Brand Strategy: \$5,000** (includes three rounds of refinements)

This is a 40-50 page packet which will include all of the following:

Goals & Objectives – SWOT Analysis – Target Audience Research – Audience Avatars – Vision – Elevator Pitch – Mission – Promises – Positioning – Tagline – Marketing Awareness – Competitor Analysis – Brand Archetypes – Brand Personality Attributes – Values – Basic Design Details

### **Brand Identity (Branding Style Guide): \$5,000** (includes three rounds of refinements)

Another 50 page packet, this time including:

Brand Promise – Tagline – Brand Personality & Characteristics – Brand Voice – Referencing – Logo – The Qualifiers – Signature – Location Lockups – Scaling – Integrity of the Mark – Tagline – URL – Color Palette – Typography – Photography – Textures & Patterns – Design Elements – Poster Example – Business Card – Digital – Social Media Strategy

*Additional revisions past the included three are charged at an hourly rate of \$200.*

### **Building Your Components: \$200/hour**

Here, we take everything we've already fleshed out and build you an on brand website, set up your social media and create any packaging you need to move forward with your launch.

### **Brand Management: \$1,000/month**

We often get requests to stay on board for brand management once we've completed building a brand. This is business-specific, but the retainer covers tasks small and large, such as reaching out for partnerships, creating marketing campaigns, applying for grants, event prep and hosting and needs-basis consulting.

# Social Media

Our social media services are primarily Instagram-specific. We will, however, help you with your email marketing and campaigns, and connect you with our Facebook marketing specialist. Our goal with Instagram is to optimize your profile and content layout so you stay on brand, but specific to the social media platform. We will develop your posting strategy, and work on your exposure. We guarantee we will get you in front of your target audience, and make your engagement actually count for business.

## Our Social Media Services and Pricing

### **Social Media Tutorial: \$200/hour**

Someone from our agency will sit down with someone on your team and give you a comprehensive, one-on-one tutorial on how to use Instagram for business. This includes everything from setting up your business account, filling out your bio, hashtag research and usage, strategy creation, content prep, sharing to Facebook/Twitter and more, depending on your goals and previous knowledge.

### **Social Media Strategy: \$200/hour**

We'll create an Instagram strategy *for you to execute* on a seasonal basis. You'll receive a visual identity packet (with either photos you've provided or examples of what we think works best) and a one-sheet of posting instructions and profile updates. Strategies are planned a month out, so there is time to schedule photos, create captions, promote events and more to reach your goals. Note: you will still run your own account if we create your strategy.

### **Instagram Management: \$2,000/month** (minimum of six month commitment)

We take over your Instagram account as a third party team member. We'll build you a strategy and execute it on your behalf. We'll be in constant contact to be sure your business is benefitting from having an Instagram presence, and we'll provide you with analytics to prove it at the end of each month. Price also includes 1 hour of professional photography per month.

### **Rebrand Your 'Gram Inclusive Training Program: \$300**

Want to be better at Instagram but can't afford to invest consistently? Our Rebrand Your 'Gram program teaches you literally everything you need to know about Instagram, setting it up and making it work for you regardless of how often the app updates or changes it's algorithm. It's a one-time investment that you'll have access to forever, and can be shared with numerous members of your team.

### **Miscellaneous Work: \$200/hour**

Need graphic images? Instagram Story covers or templates? Hashtag research? Copyediting? Copywriting? A photo editing preset? Something else? We can help.



We get it! Sometimes you need help with just one thing. That's why we offer some of our services independently of the premade packages.

**A la Carte Services are all \$200/hour**

### **Content Prep and Creation**

For those with an upcoming rebrand or creative direction change that want help with prepping for photoshoots, planning content, creating mood/vision/textile boards etc. This is really fun to do with us because we're a fresh look at your brand and can help you see yourself from an outside perspective.

### **Blog Identity**

Do you have or want a blog? We can help you get it off the ground, set up email lists and even write the copy for your posts.

### **Copywriting**

We love creative writing. We'll write and/or edit any of your copy...from your website, brochure, Instagram captions, blog posts, emails, to anything else...we're here for it.

### **Graphic Design**

Whether you need images for your social media or to enhance your website, or you need placecards, posters, brochures, etc., we create all types of graphic images based on your branding.

### **Logo Design**

Have branding in place but want a logo refresh? While we won't edit a logo created by another agency, we will happily start from scratch and make you a new one!

### **Website Design**

We'll make you a new website based on who your brand is today. Similar to logo design, we will not edit a website made by another agency. If you want us to create your website, we will make you a brand new one.

*If there is a service you need but don't see it listed, please inquire at [hello@relevebranding.com](mailto:hello@relevebranding.com) and if we can accomodate, we would be happy to work with you!*

## Terms and Additional Notes

The following are a few quick notes about payment terms and conditions, applicable to all services.

Package and monthly payments are due in full upfront. If you require a payment plan, the price will increase by 20%.

Hourly payments are due upon receipt, and we round up to the nearest hour when invoicing. We will always track our hours digitally for full transparency and include the report with your invoice.

If you are interested in obtaining our services but got a cheaper quote from another agency (with proven documentation), we will match your lower price.

Nonprofits (with proper validating documentation) seeking services are offered a price cut of 50%.

For all other questions and concerns, please reach out to [hello@relevebranding.com](mailto:hello@relevebranding.com)