



BRANDING PACKAGES



BRIEFING



An interview with clients to define the project scope and what they want to get from new brand identity.

We'll explore

- brand vision,
- company profile,
- company goals
- target audience, and what we want to make them feel like,
- company's personality and it's unique strengths,
- competition,
- and more.

The resulting brief will guide the design, ensuring that a new brand identity will attract more target market clients to a business

DATE DUE DATE

CLIENT

CONTACT INFO

**design
brief.**

background information

NAME TO INCORPORATE IN YOUR LOGO

ANY SLOGAN / TAGLINE THAT COULD BE USED AS PART OF THE LOGO?

WHAT INDUSTRY IS YOUR BUSINESS IN?

WHAT PRODUCT(S) OR SERVICE(S) DO YOU SELL?

WHO IS YOUR TARGET AUDIENCE?

visual style

CLASSIC	① ② ③ ④ ⑤	MODERN	ANY COOL IDEAS? SKETCH THEM OUT!
MATURE	① ② ③ ④ ⑤	YOUTHFUL	
SIMPLE	① ② ③ ④ ⑤	COMPLEX	
FEMININE	① ② ③ ④ ⑤	MASCULINE	

LOGO CREATION



3

different draft **options** to choose from included.

As an outcome you'll receive files with all needed configurations

- horizontal,
- vertical,
- colored for different backgrounds,
- black & white,
- .ai / .svg / .png / .jpg files

So you can easily use them later on variable **digital platforms & printed materials**

LOGO VARIATIONS

MAIN LOGO



SECONDARY LOGO



ICON

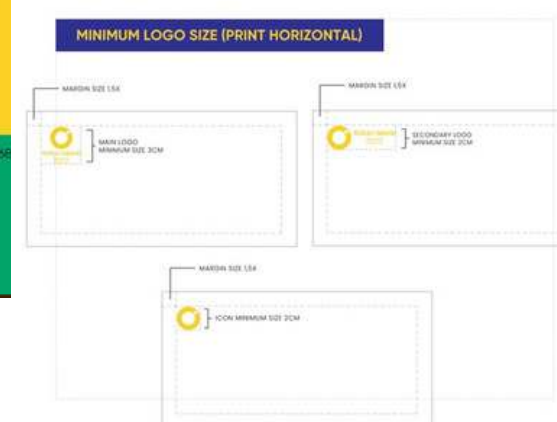
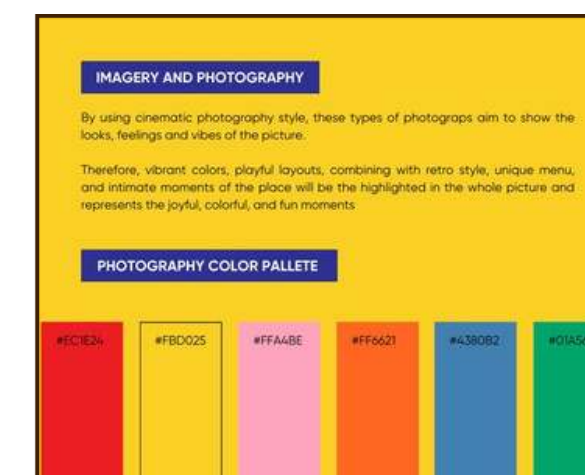
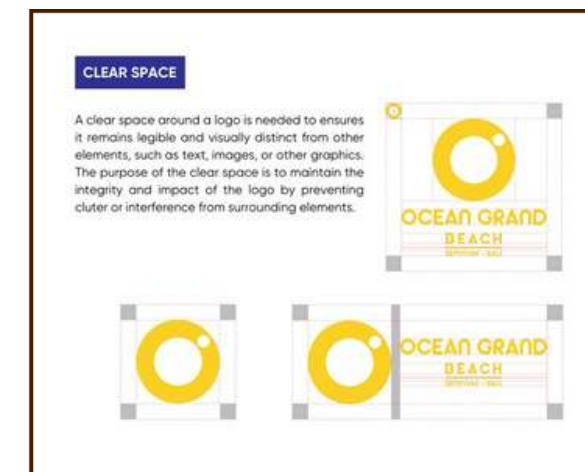


LOGO GUIDELINES



are a set of standards that define how a brand's visual and verbal elements should be presented to ensure a cohesive and consistent identity.

- use of logo guideline
- logo variation
- do(s) & don't(s)
- Imagery & Photography



BRAND DIRECTION



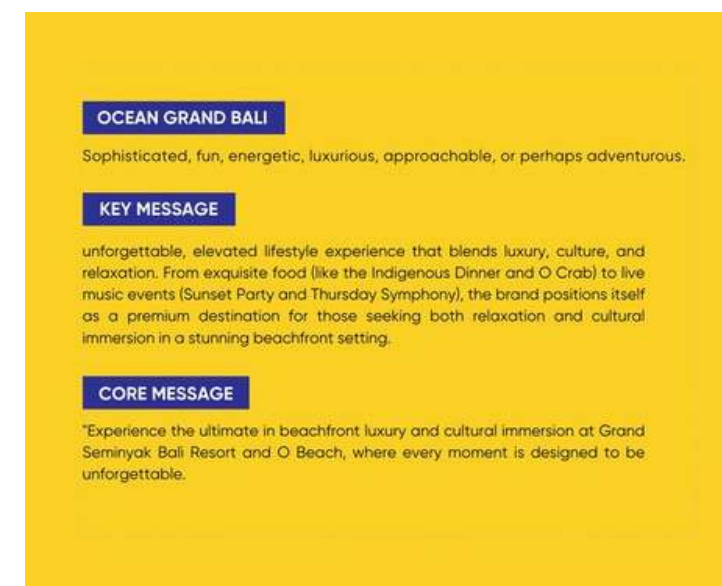
3

different draft options to choose from included.

Brand direction

- moodboards,
- visual style
- colors
- target audience profile

So you can easily use them later on variable
digital platforms & printed materials



BRAND COLORS



- Signature logo color,
- Secondary color palette

which express the feel of the brand with specs for both **RGB & CMYK** formats provided

So you'll be able to create brand materials on different platforms / materials without losing your personal recognizable brand color

PRIMARY COLOUR PALETTE

Use a palette that reflects the natural beauty of Bali (ocean blues, sandy beige, sunset hues) combined with luxurious accents like gold, deep emerald, or sleek black for a premium touch.

These colours would evoke both the beachfront setting and the exclusive experience the resort offers.

EGYPTIAN BLUE

RGB 46 49 146
HEX #2E3192
CMYK 100/100/0/0

JONQUIL

RGB 251 208 37
HEX #FBD025
CMYK 2/16/94/0

SECONDARY COLOUR PALETTE

Use a palette that reflects the natural beauty of Bali (ocean blues, sandy beige, sunset hues) combined with luxurious accents like gold, deep emerald, or sleek black for a premium touch.

These colours would evoke both the beachfront setting and the exclusive experience the resort offers.

SANDY BROWN

RGB 252 171 80
HEX #FCAB50
CMYK 0/32/68/1

WHITE

RGB 255 255 255
HEX #FFFFFF
CMYK 0/0/0/0

URANIAN BLUE

RGB 173 217 255
HEX #ADD8E6
CMYK 32/15/0/0

BRAND FONTS



Fonts, which will visually represent mood & values of your company.

Includes examples of proper usage in variable documents & needed font sizes.

So all your company’s documents keep the same style & are easy to read.

TYPOGRAPHY

Opt for a clean, modern serif or sans-serif font to reflect luxury and refinement. Use elegant and understated typography, avoiding overly playful or bold fonts.

A mix of elegant serif fonts for headlines (suggesting grandeur) and clean sans-serif fonts for body text (for clarity and modernity) would work well.

Heading

BODY TEXT

Bremlin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
\$€¥&|!'"#%&'()*+,:
;<>?@/\^_`{|}~++@@

Gilroy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
\$€¥&|!'"#%&'()*+,:
;<>?/\^_`{|}~++xx*

VISUAL BRAND IDENTITY



Besides the basic elements, you'll receive

- Photography / illustration style examples,
- Graphic elements / illustrations files,
- Icons set,
- Custom brand patterns & shapes.

Which will complement the basic brand elements (fonts, colors and logo) and represent the idea and feeling of a brand.

+3

designed & ready to use brand mockups

(e.g. social media posts, a packaging design, presentation cover, business card etc.)

INSTAGRAM FEEDS IMPLEMENTATION



INSTAGRAM STORIES IMPLEMENTATION



BRAND COLLATERAL



All elements listed before will be presented in a custom designed multi-page Brand Book, so you can easily reach all needed design guidelines quickly & share your brand identity.



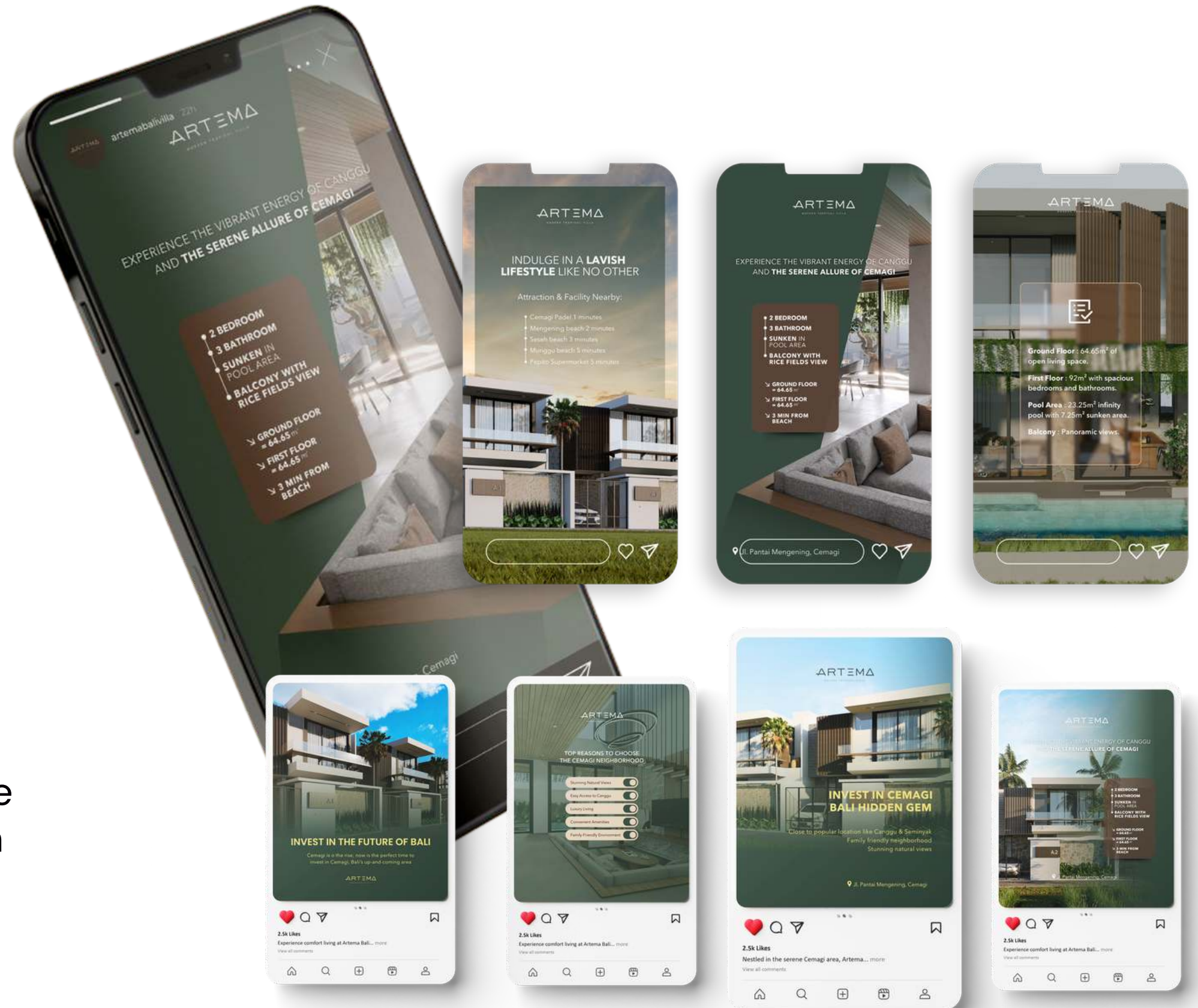
PRODUCT PACKAGING & MERCHANDISE



SOCIAL MEDIA VISUAL MOCK UP



pre-designed example or template that demonstrates how a brand's visual elements should be applied across social media platforms. This mockup provides a practical, visual reference to ensure that all social media content aligns with the brand's overall aesthetic and message.



CREATION OF A BRAND BOOK



All elements listed before will be presented in a custom designed multi-page Brand Book, so you can easily reach all needed design guidelines quickly & share your brand identity.





Contact Us

Much About MARKETING



Phone: 0413520513

Email: hello@muchaboutmarketing.com.au

www.muchaboutmarketing.com.au