



Brand Identity Kit

The Grassroots Strategy comprehensive Brand Identity Kit includes key brand elements to increase your brand strength and ensure a consistent and cohesive brand presentation across all platforms and materials, including:

1. Brand Overview

- Brand story and mission statement
- Core values and brand personality
- Vision and goals

2. Logo

- Primary logo design, 6 logo options
- Variations of the logo
- Incorrect logo usage examples

3. Color Palette

- Primary and secondary color schemes
- Color codes (RGB, CMYK, HEX, and Pantone)

4. Typography

- Primary and secondary typefaces
- Font styles and usage guidelines (headings, subs, body text)
- Line spacing, kerning, and alignment rules

5. Imagery and Graphics

- Photography style and guidelines
- Iconography and illustrations
- Patterns and textures

6. Brand Voice and Messaging

- Tone of voice guidelines
- Key messaging points and taglines
- Sample copy for various platforms (e.g., website, social media, advertising)

7. Application Guidelines (options)

- Business card design
- Email signature
- Social media profiles and posts
- Website design elements
- Advertising templates or packaging (print and digital)



8. Additional Elements

- Signage (interior and exterior)
- Merchandising materials (promotional items)
- Brand collateral (e.g., brochures, flyers, banners)

9. Usage Rights and Contact Information

- Legal guidelines for brand usage

Grassroots Strategy Pricing Options:

See page 1 & 2 for items included in each section.

1. Full Brand Identity Kit, including all options listed above: \$11,500 (discounted)
2. Tiered Brand Identity Kit please see pricing options below:

Brand Identity Kit, estimated time and the associated cost rate of \$90/ per hour:

1. Brand Overview

- Brand story and mission statement
- Core values and brand personality
- Vision and goals

Total Time Estimate: 8 hours, **Cost:** \$720

2. Logo

- Primary logo design, 6 logo options: 12 hours
- Logo variations: 8 hours
- Incorrect logo usage examples: 2 hours

Total Time: 22 hours; **Total Cost:** \$1,980

Primary Logo design only, tiered option with 3 logo options: \$540

3. Color Palette

Total Time Estimate: 4 hours; **Cost:** \$360

4. Typography

- Primary and secondary typefaces: 4 hours
- Font styles and usage guidelines: 4 hours
- Total Time: 10 hours; Total Cost: \$900



5. Imagery and Graphics

- Photography style and guidelines: 6 hours
- Iconography and illustrations: 8 hours

Total Time: 18 hours, **Total Cost:** \$1,620

6. Brand Voice and Messaging

- Tone of voice guidelines: 6 hours
- Key messaging points and taglines: 4 hours
- Sample copy for various platforms: 6 hours

Total Time: 16 hours; **Total Cost:** \$1,440

7. Application Guidelines

- Business card design: 4 hours
- Social media profiles and posts: 8 hours
- Website design and elements: 12 hours
- Advertising templates: 8 hours
- Packaging: 8 hours

Total Time: 40 hours; **Total Cost:** \$3,600

8. Additional Elements

- Signage (interior and exterior): 8 hours
- Merchandising materials: 6 hours
- Brand collateral: 6 hours

Total Time: 20 hours; **Total Cost:** \$1,800

9. Usage Rights

Total Time Estimate: 2 hours; **Cost:** \$180

Total Estimated Time and Cost

- **Total Time:** 138 hours
- **Total Cost:** \$12,420

Grassroots Strategy Brand Identity Kit ensures that anyone working with your brand has clear, consistent guidelines to follow, helping maintain the integrity of your brand.