



JESSICA ZEPEDA

EST. ♦ DESIGN ♦ 2017

BRANDING SERVICES GUIDE



welcome!



My name is **Jessica Zepeda**, and I specialize in creating unique brand identities for small business owners like you. I work closely with my clients to develop consistent branding that truly resonates with their target audience and brings their vision to life.

Visual branding is key to bringing your brand to life and I am excited to offer my **Signature Branding Package** to help you achieve your goals. You will have the opportunity to customize your marketing collateral selections and include add-ons to ensure your visual identity suits you perfectly.

In this guide, I will outline my offerings and share a little bit about my process, so you have an idea of what to expect when working with me. If you have any questions or are interested in working together, please feel free to reach out at any time.

I appreciate the opportunity to share my work with you!

With happiness,

Jess
JESSICA ZEPEDA
Designer + Owner

First...

A LITTLE ABOUT MY PROCESS



Creating a memorable brand involves more than just having a good logo.

My branding process is designed to develop a distinctive visual identity that helps you clarify your brand vision and reinforce your brand's foundation. This branding approach focuses on the entire picture, with a heart-centered approach to make it more comprehensive.

MY COLLABORATIVE CREATIVE PROCESS INVOLVES THREE KEY STEPS:

1. DISCOVER + INSPIRE

Once you complete the booking, you will receive a Creative Brief. This Brief will help me understand your unique business, including your mission, goals, target audience, market position, and brand personality. With all this information, I will work on a mood board to present you with the inspirational concept I have in mind for your brand.

2. DESIGN + DEVELOP

This is when I start designing! I'll present the branding concept to you; Main logo and logo variations, secondary marks, palette color, typography suggestions, and design elements that add depth to your styling. We'll review all the presentations to move forward with the adjustments if needed, and I'll polish and finalize everything. The result? A thoughtful and cohesive library of branding elements that authentically speaks to who you are and helps you reach your goals.

3. IMPLEMENT + GROW

Once your brand styling has been finalized, we will create custom marketing collateral pieces tailored to your specific needs. The goal is to ensure your brand is represented cohesively and consistently across all customer touch-points. I pay attention to every detail to ensure your brand is fully functional and accurately represented. Along with your final branding files, you'll also receive a brand guidelines document to help you maintain the integrity of your visual identity as you implement it on your own!

DOESN'T IT SOUND GREAT?

LEARN ABOUT MY BRANDING SERVICES





signature

BRANDING PACKAGE



This package is perfect for...

Small business owners who are looking to create a polished and cohesive brand can collaborate with a designer to bring their vision to life. We will work together to develop a complete strategy and visual identity that is custom to your business and aligns with your mission while connecting with your audience. To ensure that your brand is implemented thoughtfully, you will also receive custom marketing collateral pieces that will help you confidently launch your new brand and feel empowered to share it with your community.



WHAT IS INCLUDED

1. Brand Discovery + Brand Strategy Session
2. Creative Brief + Brand clarity call
3. Two curated inspiration mood board
4. A comprehensive presentation showcasing the concept and design of your new brand identity
5. Final custom brand design
 - Responsive Logo:
 - Primary Logo + Secondary Logo
 - Submark
 - Brand Mark and Favicon
 - Logo animation
 - Font System (*Typography Suggestions*)
 - Color Palette
 - 1 Pattern / Design elements
6. Brand Guidelines Document + File Guide
7. Choice of four custom designed marketing and corporate pieces, such as:
 - Business Cards
 - Letterhead + Envelope
 - Note-card + Envelope
 - One-Pager (*lead magnet, flyer, menu, etc.*)
 - Stickers/Labels
 - Print Merchandise: *Cups, t-shirts, tote bags, etc.*
 - One social media platform graphic elements (*profile pic, Canva templates for post, story, reel*)
8. Post-launch check-In call

An opportunity to ask questions and get feedback on how you're using your brand in your marketing.

INVESTMENT: \$3,500 USD



APPROX. TIMELINE: 4 to 8 weeks

POPULAR ADD-ONS

Digital and print Collateral • Landing Page
Website and more.

Contact me for more information and pricing.

LET'S MAKE YOUR BRAND SHINE!

LET'S CHAT

A Few DETAILS



WHAT TO EXPECT

AVAILABILITY

To give every client the attention they deserve, that's what I only work with one new branding client each month and I have limited spots available.

BOOKING PROCESS

Interested in creating something awesome together? Awesome! The first step is to get in touch with me and tell me a bit about your business and what you want for your new brand. Once I hear from you, I'll send over some details and we'll arrange a call to get to know each other and make sure we're a good fit. To make things official, I'll send over a proposal with all the details, a contract, and an invoice. Once everything is signed off on and you've submitted your down payment, we'll be all set to start! *Please note that a 60% down payment is required to book your project in my calendar.*

REVISIONS

The design process includes 2 rounds of revisions of the brand concept + proposal and 1 round of revisions for your collateral items. I've found this to be more than enough to ensure clients are thrilled with and confident in the final product!

When requested, additional revisions are charged at a rate of \$45 USD p/hr.

This guide is a reference to my branding services. Contact me for custom solutions that meet your requirements.

FREQUENTLY ASKED QUESTIONS

HOW LONG DOES THE PROCESS TAKE AND WHEN CAN WE GET STARTED?

Our branding project timeline is about 4 weeks and I'll provide a detailed project calendar to keep us on track! Specific timelines and start dates will depend on my schedule. We'll discuss more before booking, so you know what to expect.

DO I OWN MY LOGO + BRANDING FILES?

Yes, of course! Upon receiving your final payment, the copyright and ownership of your final logo and branding files will be transferred to you.

WHAT FINAL FILES DO I RECEIVE?

After we wrap up, I'll send you a link to download your library of logos and branding elements, saved in different colors + sizes for your convenience, for web and print use, and in vector (*editable*) format. You'll also receive print-ready PDFs and/or web-ready graphics of your collateral items.

ARE YOU AVAILABLE FOR ON-GOING GRAPHIC DESIGN WORK?

Absolutely! After our branding collaboration, you can count on me as creative partner. Whenever you have design needs, I offer 'Design Time' sessions where we can schedule dedicated time to efficiently work through your design ideas and projects. I'm here to support you in maintaining and evolving your brand, and I'm excited to help bring your marketing concepts to life with thoughtful and impactful design solutions.

ARE YOU IN?

LET'S WORK TOGETHER



MY *promise*



**WORK TOGETHER WITH DEDICATION
AND EFFECTIVE COMMUNICATION
TO REACH YOUR GOALS.**

"I am committed to creating a positive and collaborative atmosphere throughout the design process while ensuring we meet the agreed-upon deadlines. Your brand's identity should reflect your vision, so I'd like to make sure you have ample opportunities to give your input at every step. This way, our collaboration will be enjoyable and engaging. From gathering inspiration for your mood board to constructing your branding concept, I have designed each stage to be a fun and exciting journey you will eagerly anticipate."



**Ready to *collaborate*
together?**

Click [here](#) to say hello and share
all about your project!

