

Gohan
STRATEGY

Brand Identity Blueprint

Welcome to our Brand Identity Design Services

PACKAGE 02

The goal of this service is to provide you with a **Brand Identity & Guidelines that will prepare you to launch your channels, ads, presentations and brand.**

If you can't answers these questions with confidence, we recommend exploring our Brand Fundamentals Package 01 first.

**Why does
our brand
exist?**

**Which needs
do we solve
uniquely?**

**What's our
positioning
statement?**

**Who are our
customers?**

SECTION 01

Introduction

What a Brand Identity is and the basics of creating a strong one.

SECTION 02

Challenges

Common business challenges for companies like yours and how to overcome them.

SECTION 03

Solutions

A clear “how to” guide for building a strong brand identity to educate your future efforts and investments.

SECTION 04

Process

Timelines, Approach, and Pricing: An overview of our weekly cycle.

SECTION 05

Deliverables

A clear list of deliverables included in this package and optional add-ons.

SECTION 06

Next Steps

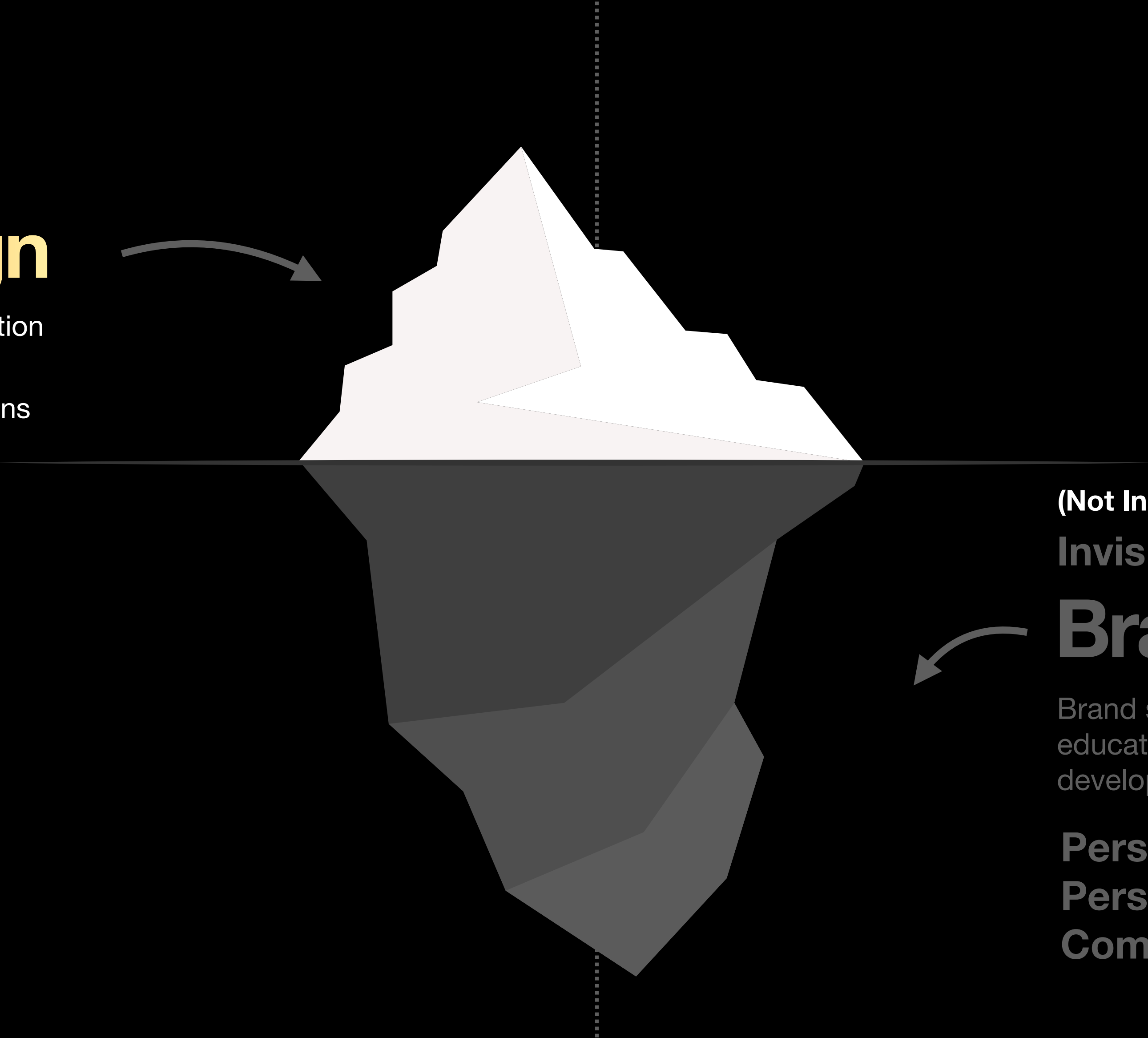
Onboarding, Project Kickoff, what you can prepare now, and more.

Visible Brand Elements

Identity Design

Identity Design influences the perception people will create in their minds after seeing your logo, colors, fonts, patterns and overall style of your brand.

- Logos
Colors
Images
- Style
Patterns
Typography



(Not Included in this Package 02)

Invisible Brand Elements

Brand Strategy

Brand strategy is a long-term plan that educates how a company will create, develop, and maintain its brand over time.

- Personality
Personas
Competitors
- Positioning
Mission/Vision
Values



Sounds familiar?

Addressing common challenges:

Do you feel like your look and feel varies on every platform and lacks consistency?

Do you feel like you need to do a better job of differentiating your brand from the competition?

Does your first impression properly reflect what your company has to offer?

Are your brand identity elements centralized and controlled with clear usage guidelines?

A well executed Brand Identity will help you...

DIFFERENTIATION

help you stand out from the competition, which is especially important in crowded or saturated markets.

TRUST

demonstrate a clear purpose, reliability, and competence for your brand, helping to build trust with your customers.

CONSISTENCY

ensures that all your marketing materials and other channels have a consistent look and feel.

RECOGNITION

help customers recognize and remember your brand, creating instant brand association and real emotional connections.

Project Summary	Project Fee: 12,5 K USD	Process: 100% Digital	Onboarding: 3-5 Days	Project Timeline: 2 Weeks
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Week 01

BREAKDOWN - WEEK 01

Monday:
Workshop (1 hour)

Thursday:
Style Presentation

Friday:
Handover meeting

Week 02

BREAKDOWN - WEEK 02

Wednesday:
Logo Presentation

Friday:
Identity Presentation

2-3 Days After:
Brand Guidelines

Deliverables

INCLUSIONS

Primary Logo

Secondary Logo

Color Palette

Typography Styles

Brand Design Elements

Brand Guidelines

Digital Asset Folder

Add-ons

NOT INCLUDED

Additional Logo Studies

Social Media Templates

Extended Guidelines

Business Card Design

Two Product Mockup

Logo Animation

Brand assets we can add to your identity project:

LOGOS

Three Additional Logo Studies

\$1,800 USD

STYLESCAPE (MOODBOARD)

One Additional Stylescape Direction

\$1,000 USD

TEMPLATES

Four Social Media PSD Templates

\$1,400 USD

BRAND BOOK

Extended Brand Guidelines

\$3,600 USD

CARDS

Business Card Design

\$300 USD

PRODUCT

Two Product Mockups

\$800 USD

ANIMATION

One Simple Logo Animation

\$300 USD

Brand Identity Blueprint | Package 02



Brand Color
Palette



Patterns



Two Stylescapes



Top clutch.co Rated Service



Digital Folder
with all Assets

2 Weeks

Project Timeline

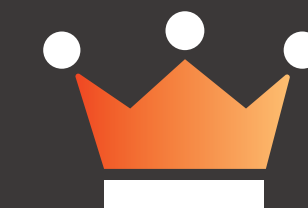


Brand Identity Package



LOGO

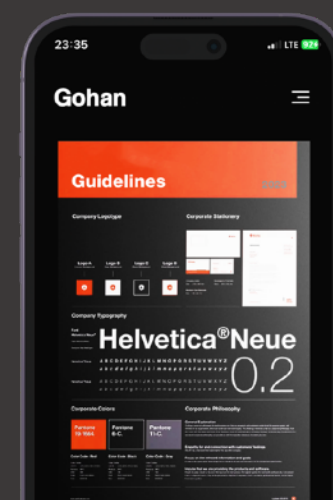
Logo or
Wordmark



Consistency

Type

Typography



Digital Brand
Guidelines



Efficient &
Simple Process

\$12,5K

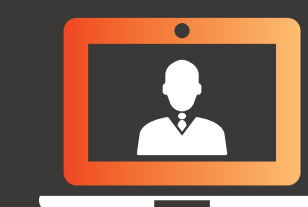
USD Investment



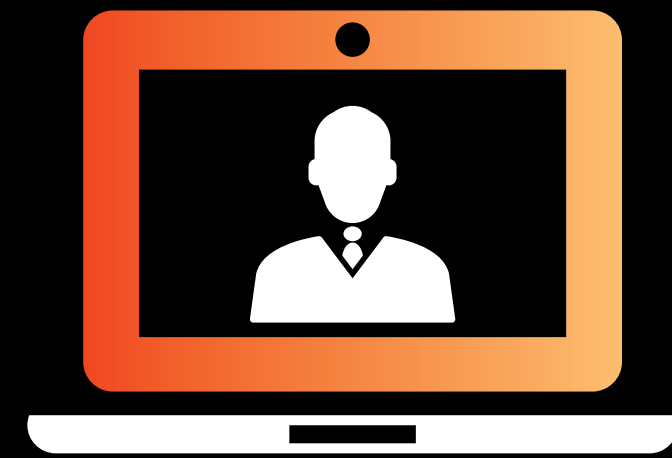
Brand Design Elements



Live Workshop



100% Digital



Book Your Registration Call

Thank You.

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Testimonials:

- [Clutch](#)
[Sortlist](#)
[Hubspot](#)
- [Google](#)
[Top Digital](#)
[TDA](#)

Awards & Partners

- [Top B2B Company 2022](#)
[Top Philippines Agency 2021](#)
[Best Branding Agency 2019](#)
[Best Tech Solutions 2021](#)

Social Media:

- [Linkedin](#)
[Facebook](#)
[Instagram](#)
- [Youtube](#)
[Podcast](#)

