

Branding

Branding creates recognition, trust, and loyalty among current and potential customers. In addition, building a brand helps distinguish you from your competition. At Planful we have assisted businesses in the creation of custom logos, designed style-guides, created brochures, flyers, letterhead, and business cards to make sure our clients are always appropriately represented in print and online advertisements.

Logo Design

Our graphic design team has created logos for start-ups as well as expertly re-designed logos for businesses that have been in operation for a century. They have the skills and experience to bring your vision to life.

Basic Brand Identity

A basic brand identity kit includes a logo design or re-design, custom color combinations, perfectly paired fonts, and slogan development. Developing a basic brand will provide you with everything you need to get your business started or re-established.

Full Brand Identity

Full branding is recommended to ensure that your employees and outside agencies appropriately represent your business at all times. In addition to the components included in a basic brand identity kit a full branding kit includes the development of a mission statement, terms of use, inspirational images, textures, icons, and perfectly sized social media profile pictures and cover photos.

Standard Promotional Materials

Developing promotional materials that are “on brand” will provide you with a polished and professional look. Standard promotional materials include but are not limited to business cards, postcards, signs, posters, flyers, rack cards, and invitations.

Custom Brochure Design

Developing a brochure is a great way to communicate an overview of what your business does and is often the first impression your future customers get. Make sure your brochure accurately represents your mission.

Custom Newsletter Design

Newsletters can be as basic as a one-page article to as detailed as a 10-page mini-magazine. Let us help you create a newsletter that your audience can't wait to get their hands on.

*Designs that incorporate specialty folds and cuts start at \$499.

Consultation

Consulting provides an outside perspective, is cheaper than hiring an in-house employee, and saves your existing team time. Set up a consultation session to identify and solve your current barriers to creating a successful brand.

**The cost of professional printing, photography, and videography is not included and can be added to any services at anytime.