

Brand
Identity
Packages

BY PERSPEKTIIV DESIGN CO.



We create brands *with purpose* & personality

We believe strong design starts with mindful strategy, and begin all of our services by immersing ourselves in your venture before we create. From building a strong foundation with a successful brand identity system to creating matching collateral like packaging, websites, and more. We're here for the growth of your business and are excited to help you thrive with a foundation of good design.

AWARDS & HONORS

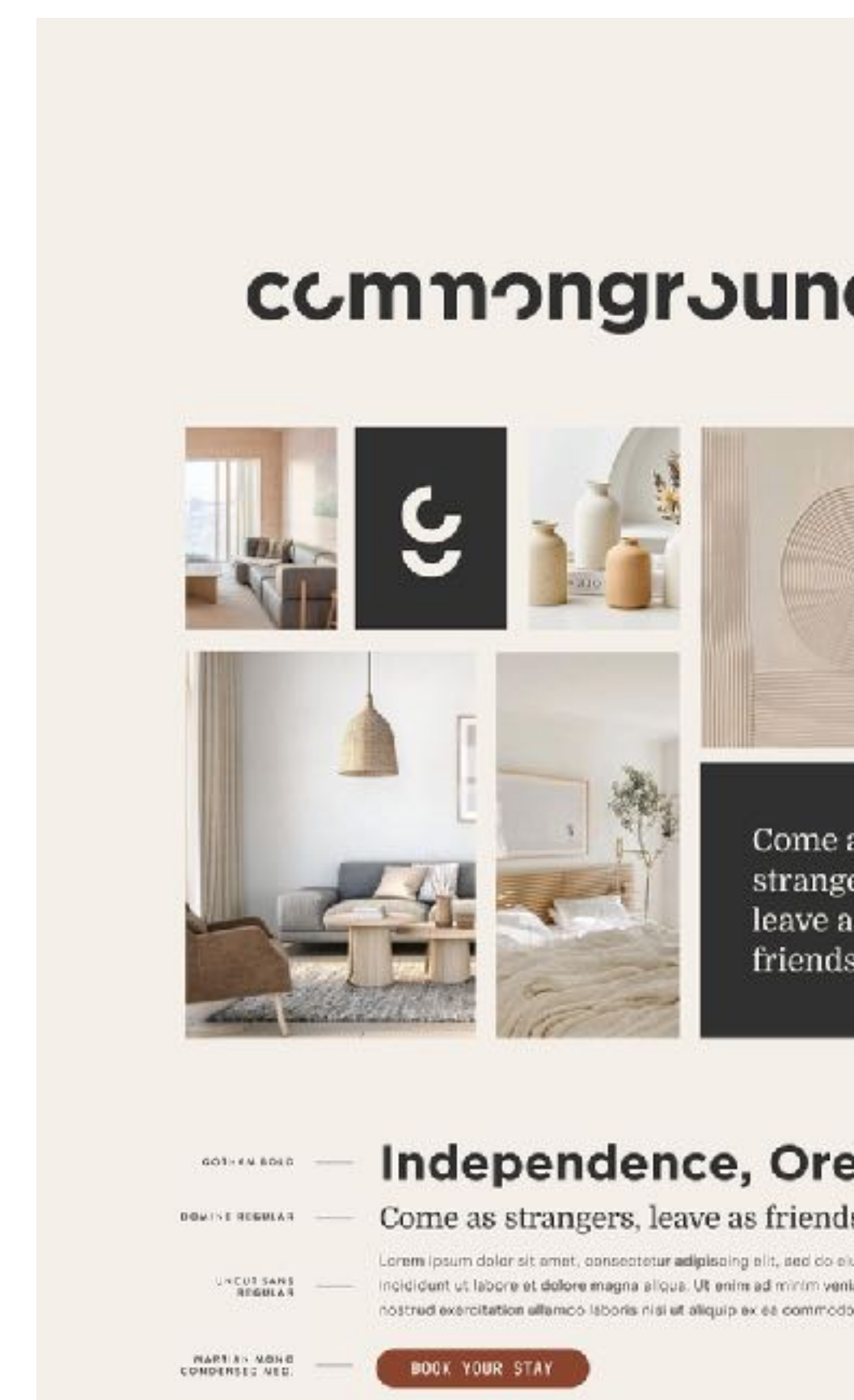
- * 2023 Best Graphic Design Studios in Portland, Oregon
- * 2019 Cannabis Packaging Design Clio Award
- * Shoutout Colorado's Top 10 Inspiring Businesses

A well crafted brand is *key* to success

One of the most important investments you can make for your business is in its brand foundation. A successful brand will help you stand out in a crowded marketplace, connect you with your people (aka clients & customers), and empower you to achieve your biggest goals. With the Perspektiv Design Co. Brand Kits, you walk away with a completely custom brand crafted to provide you with a solid foundation for years to come.

THE BENEFITS OF A BRAND / REBRAND

- * Communicates your unique business & offerings with ease
- * Creates trust and promotes brand loyalty
- * Sets you apart in an otherwise crowded industry
- * Branding creates value in your business
- * Helps your audience remember you



The *Essential* Brand Kit

This is the brand foundation you've been looking for. Streamlined, personalized, and packaged for ease of use all for you and your business.

\$4000 * 5 WEEKS

DISCOVERY PHASE

- Pinterest Vision Board
- Creative Meeting
- Market & Design Research

DESIGN PHASE

- (2) Primary & Secondary Logo Set Options
- Brand Color Palette
 - HEX, RGB, CMYK
- (2) Typography Set Options
 - Header
 - Sub-Header
 - Body Copy
 - CTA (Button)
- 2 Hours of Refinements

BRAND PACKAGE

- Final Logo Files
 - Black + White
 - Light Full Color
 - Dark Full Color
 - AI, EPS, PNG, JPG
- Brand Font Files
- Brand Style Guide
 - Logos
 - Color Palette
 - Typography
- Final Organized Zip Folder of All Brand Elements

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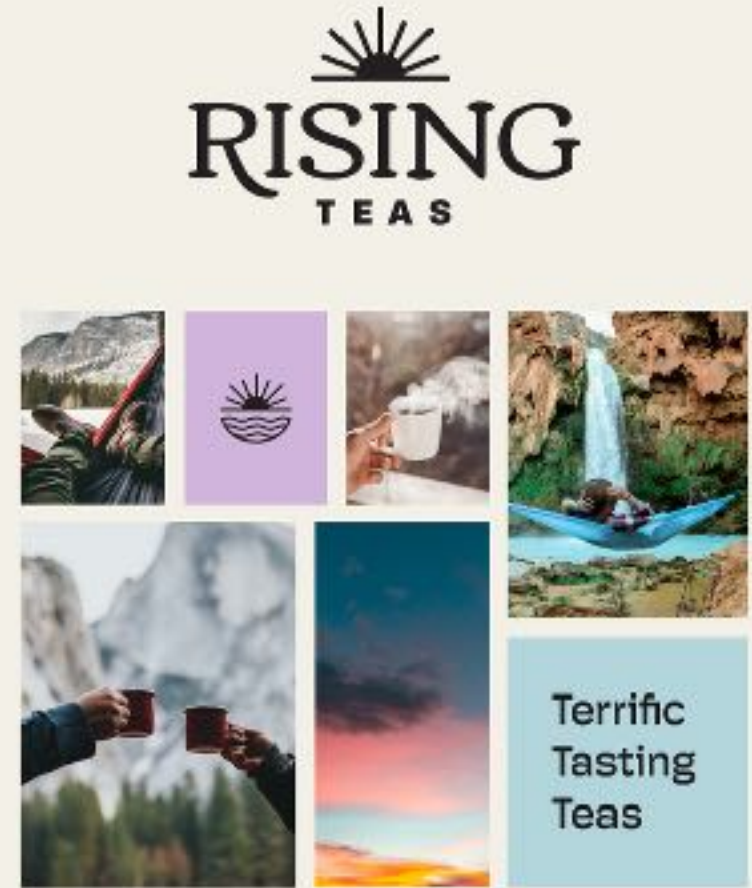
Granville Bold
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Delicious Pecan Butter
 Homemade goodness in every spoonful
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SHOP NOW

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Terrific tasting teas
 Flavorful teas that instantly satisfy
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SHOP NOW

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Holistic Nutrition
 Healing through the power of nature
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BOOK NOW

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FOOD BABY
COMFORT FOOD KITCHEN
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ORDER NOW

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ESSENTIAL BRAND KIT SNAPSHOTS

The *Elevated* Brand Kit

Level up your brand with our client's favorite a la carte options bundled at a lower cost and an expanded comprehensive brand guide. This package includes everything in the Essential Brand Kit plus more.

\$6000 * 8 WEEKS

ADDITIONAL BRAND ELEMENTS

- 1 Additional Logo Mark
- Pantone Color Matching
- Custom Brand Pattern
- 5 Custom Instagram Highlight Icons
- Business Card Design
- Email Signature Design
- 2 Additional Hours of Refinements

ELEVATED BRAND PACKAGE

- Elevated Brand Style Guide
 - Brand Statement
 - Logos & Rules
 - Color Palette Guide
 - Typography Rules
 - Iconography Page
 - Photography Direction

MISSION

FRIED EGG I'M IN LOVE MAKES PORTLAND'S BEST BREAKFAST SANDWICHES.

Each fried egg sandwich has a punny name, a perfectly cooked egg, and is crafted with love. With one full-service restaurant and two food carts, feil is never too far away for your breakfast or munchies. Come and get it!

PRIMARY LOGO CLEARANCE

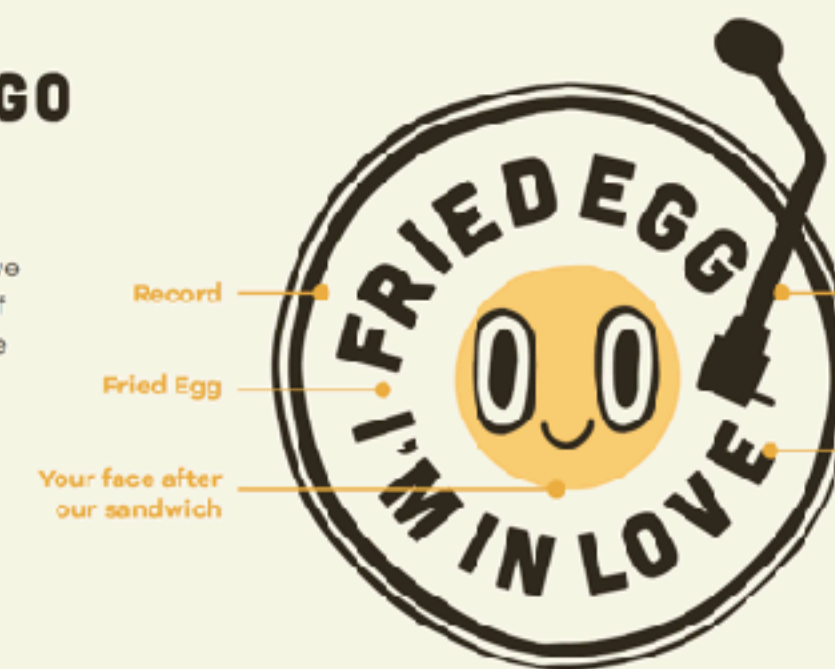
When applying the logo to any print, web or promotional materials, please consider the clear space around the entire logo. There should always be enough clear space and breathing room for the logo to maintain integrity.

When measuring clear space, use the height of the accent lines as a reference point. This will act as a guide to help measure the minimum space around the perimeter.



SECONDARY LOGO ANATOMY

Tapping into our rock n' roll origins, this secondary mark embraces how we hope you'll feel after treating yourself to one of our sandwiches. We are here for good times, good food, and never taking yourself too seriously.



COLOR GUIDE DIGITAL AND PRINT

A nod to the morning classics, our color palette aims to capture those warm, new-day feelings that accompany any good breakfast spread.

<p>Toast RGB: 50 40 30 CMYK: 60 85 75 70 #33291F</p>	<p>Sunny-side RGB: 235 173 66 CMYK: 7 33 86 0 #EBAD42</p>	<p>Scramble RGB: 250 204 112 CMYK: 220 65 0 #FACC70</p>
<p>Bacon RGB: 245 138 136 CMYK: 0 57 36 0 #F58A87</p>	<p>Ham RGB: 247 173 158 CMYK: 0 38 31 0 #F7AD9E</p>	<p>Cream RGB: 250 245 232 CMYK: 12 8 0 #FAF5E8</p>

ICONOGRAPHY AND ILLUSTRATIONS



APPLICATION HOW IT COMES TOGETHER



ROCK & ROLL BREAKFAST

CRAFTED WITH LOVE IN PORTLAND OREGON

Fried Egg I'm In Love makes Portland's best breakfast sandwiches. Each fried

Cubano

PHOTOGRAPHY AND BRAND IMAGERY

Our brand photography is delicious. It should



TYPOGRAPHY HIERARCHY

Bold font families and clean, round

HEADLINE SUBHEAD

The Brand Journey

1. VISION BOARD

We'll have you create a Pinterest Board of brand inspiration - we want to see what you're inspired by. We'll review this board together during our Creative Meeting and use it as a tool to guide our creative conversation.

2. CREATIVE MEETING

Grab a coffee and join us as we discover the core essence of your brand and learn about your biggest goals. A true blend of strategy & creativity come together to craft a unique and impactful brand.

3. LOGOS & COLOR

In the first deliverable, you'll receive two unique logo set designs and a suggested brand color palette.

4. TYPOGRAPHY

Once logos & color are approved, we'll create two full suites of fonts curated to pair perfectly with your new logo set and enhance your brand.

5. REFINEMENTS

We include refinements in all of our packages so you receive exactly what you're looking for.

6. ENHANCEMENTS

Build a stronger brand personality with optional patterns, icons, illustrations and more available a la' carte.

7. FINAL BRAND PACKAGE

Once everything is approved, you'll receive a comprehensive brand style guide & organized folder of all of your new brand elements - ready for you to share with the world.



Payment *Options*

PAY UP FRONT

Save \$100 on your select package

SMALL BIZ PAYMENT PLAN

Complimentary 50% Down & 50% Upon Completion

6-MONTH PLAN

\$1000 Down & 6% Interest over 6 Months

Our Clients Have Great Things to Say

“I found Perspektiiv through Google and loved their portfolio, so I chose them to design a brand for my dog training business. Alison’s team was amazing—kind, warm, and so knowledgeable about design. I love the brand package they created for me—the logos convey exactly the feeling I wanted with a clean image and beautiful colors. They also delivered every step on time and got back to me right away if I had questions or wanted to revise something. I recommend Perspektiiv to anyone looking for a wonderful brand design and beyond.”

BETH * UP DOG TRAINING

“One of my favorite parts of starting my nutrition business was working with Perspektiiv. The Creative Meeting to start the process was so fun, enlightening and helped sharpen my vision for my business. They asked insightful questions to truly understand my purpose and vision and taught me a thing or two about fonts, colors and brand design along the way! They were receptive, flexible and gave their opinion where necessary, while still allowing for my creative freedom and input. The end result was something I am so happy with and can't wait to put out into the world!”

JILL * ALL IN GOOD HEALTH NUTRITION

Let's Continue The Party

Once we complete your brand kit, we're here to help you bring it to life in a strong and consistent way through our a la carte design services. Inquire for custom pricing and more information.

Looking for ongoing support? Ask about the **Perspektiv Partner Program** where you'll receive discounted rates and more.

PRINT DESIGN

- Packaging Design
- Label Design
- Business Cards
- Menu Design
- Brochures + Pamphlets
- Product Tags + Cards
- Merchandise Design
- Apparel Design
- Signage

WEB DESIGN

- Custom Website Design
- Email Newsletter Design
- Email Signatures
- Web Advertisements

SOCIAL MEDIA DESIGN

- Social Media Branding
- Instagram Highlight Icons
- Canva Graphic Templates
- Pinterest Marketing



Ready to Create Together?

LEARN MORE ABOUT
PERSPEKTIIV DESIGN CO.
ON SOCIAL MEDIA



WHAT'S NEXT

We're here to answer any questions you may have as you choose the best path for your business.

You can reach us anytime at hello@perspektiiv.com