

Katie McMinn

Branding Development

Building a company brand or even a personal brand is one of my favorite things. Most people think a brand is simply a logo, but it is much more than that. A brand is the way a person feels when they interact with any part of your business. It's your logo AND your color scheme, fonts, messaging, tone of voice, etc. I'm here to help you elevate your brand.

Once I am hired, I will immediately start researching your current marketing assets and essentially your current brand. Below is a breakdown of what you will get when you hire me to develop your brand.

I will...

- Research your company and it's digital marketing assets: website, social media, etc.
- Hold a Q & A meeting with you and your staff to determine where your brand is strongest and weakest. We will also determine what branding assets you need me to develop.
- Create a branding package.
- Hold a final presentation meeting to present the branding package.

Deliverable

- A branding package that will include a brand guideline document that can be shared with employees and your branding assets.

Payment

First payment will be determined after the free 15-min consultation and paid upon hire. The amount of the second payment will be determined after the Q&A meeting and will be expected to be paid on the day of the final presentation.