



iLOCAL ONLINE

MARKETING & ADVERTISING

BRANDING PACKAGE

iLOCAL ONLINE MARKETING

75 Market Street, Suite 21 Elgin
Illinois 60123

web: iLocalonlinemarketing.com
info@iLocalonlinemarketing.com
Ph: (312) 834-4822

Marketing is about knowing what connects with your target audience, authentically speaking to who they are, and genuinely gaining their trust and loyalty. Which is why our visual branding process is designed to not only create a unique visual identity, but also help you clarify your brand vision and strengthen your brand's foundation, for a more holistic, heart-centered approach to branding.



Hello & Welcome,

*At iLocal Online Marketing & Advertising,
we bring to you visual branding and online marketing experts!*

iLocal are experts in brand identity and online marketing. We collaborate one-on-one with small business owners to create a uniquely designed visual identity to grow their brand. We offer a variety of online & traditional marketing services.

This guide outlines our branding packages only. If you are interested in our online & traditional marketing services, please visit our website www.ilocalonlinemarketing.com or call us at (312)834-4822.

Visual branding is what brings your brand to life. We are proud to offer three different branding packages for different budgets and needs. Customize your package with branding add-ons or select our stand alone design options.

In addition to our marketing services, we offer photography, video and photo-ready hair and make up services with our sister company, Beautiful Potential. (beautifulpotential.com)

Thank you for the opportunity to share what we can do to help bring your ideas to life and help grow your business! Please feel free to get in touch with questions.

- **iLOCAL DESIGN TEAM** *"keeping an "i" out for local businesses"*

A desk setup featuring a laptop on the left, a white cylindrical pencil holder with several black pencils in the center, a stack of spiral-bound notebooks on the right, and a white textured vase with dried branches in the background. The entire scene is framed by a thick green border.

iLocal Online Marketing

branding package!

Simple Starter

Branding Package & Add-ons

***Ideal** for adding on to a larger packages or to introduce fresh content and engage your audience!*

- **CUSTOM LOGO** - \$250
- **STATIONERY DESIGN** / \$250
Choose 2: business card, letterhead, or postcard, rack card, flyer, brochure includes print prep
- **SOCIAL MEDIA LAUNCH PACK** / \$225
A set of branded social media imagery (one image for each of your platforms, up to 5 total) to help you celebrate + get the word out about your new brand
- **SUB LOGO FOR COURSE, RETREAT, OR SPECIFIC SERVICE** / \$325
- **ONE-PAGE PDF DESIGN** / \$250
Flyer, Price Sheet, Electronic PDF
- **POSTCARD, PRINT MAILER, BROCHURE** Starting at \$250
- **PRICING GUIDE, LOOKBOOK, MENU DESIGN, COURSE WORKBOOK, CLIENT WELCOME GUIDE**
2-4 pages: starting at \$275
5+ pages: starting at \$500
- **SOCIAL MEDIA GRAPHIC TEMPLATE**
\$175 (includes 10 design templates)
- **PROMOTIONAL VIDEO** *start at \$95*
- **WEBSITE DESIGN** Starting at \$750
 - Design of homepage +up to 5 pages
 - Basic SEO set-up to get you started
 - Recorded training
 - 1 wk support on your site after launch
 - Full access to maintain your website
- **SOCIAL MEDIA PAGES SET UP** \$350 ea
- **YOUTUBE CHANNEL SET UP** \$250
- **ONLINE COURSE DESIGN** *start @ \$550*

A green circle with a white border contains the text 'Brand Me Up!' in a green script font and 'Branding Package' in a bold black sans-serif font. A black ribbon-like shape extends from the right side of the circle, ending in a black tag with a white price tag icon and the text '\$2,250' in white.

Brand Me Up!

Branding Package

 **\$2,250**

Perfect for small business owners who are ready to make their brand vision come to life! This package includes a full custom visual identity, plus stationery + social media launch imagery, giving you the tools to create a cohesive visual experience for your audience.

Brand Questionnaire + Brand Clarity Call

2 Original Logo Designs + Brand Concepts to choose from.

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
- Creative Contents + Variations
- Business card Design
- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

2 Stationery Design Items of Choice:

Postcard, Flyer or Rack Card

Social Media Launch Pack

An image for each of your platforms, up to 5 total

POPULAR BRANDING ADD-ONS:

- SUB LOGO FOR COURSE, RETREAT, OR SPECIFIC SERVICE / \$325
- ONE-PAGE PDF DESIGN / \$250
Flyer, Price Sheet, Electronic PDF
- SOCIAL MEDIA GRAPHIC TEMPLATE / (includes training) \$175

OTHER CUSTOM

MARKETING COLLATERAL

Quoted separately. Starting prices:

POSTCARD, PRINT MAILER, BROCHURE

Starting at \$250

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE

2-4 pages: starting at \$275

5+ pages: starting at \$500

The graphic features a large green circle on the left containing the text 'WOW Me!' in a green script font and 'Branding Package' in a black sans-serif font below it. A black ribbon-like line extends from the right side of the circle, looping around to hold a black price tag on the right. The price tag has a small green circle icon and displays '\$3,725' in white bold text. The entire graphic is set against a solid green background.

WOW Me!

Branding Package

\$3,725

WOW your audience with a customized brand package includes a full custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own.

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2 Original Logo Designs + Brand

Concepts to choose from.

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- Creative Contents + Variations
- Business card Design
- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

2 Stationery Design Items of Choice:

Postcard, Flyer or Rack Card

Social Media Launch Pack

An image for each platforms, up to 5 total

ONE-PAGE PDF DESIGN / \$250

Flyer, Price Sheet, Electronic PDF

SOCIAL MEDIA GRAPHIC TEMPLATE / \$175

WEBSITE DESIGN

Design of homepage +up to 5 pages

- Basic SEO set-up to get you started
- Recorded training
- 1 wk support on your site after launch

Full access to your website, so you can maintain on your own website copy + photos are provided by you or your copywriter/photographer.

OTHER CUSTOM

MARKETING COLLATERAL

Quoted separately. Starting prices:

POSTCARD, PRINT MAILER, BROCHURE

Starting at \$250

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE

2-4 pages: starting at \$275

5+ pages: starting at \$500

Build My Brand

Branding Package

\$4,750

Grow your brand with a full customized brand package with the ultimate custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own.

Brand Questionnaire + Brand Clarity Call

2 Original Logo Designs + Brand

Concepts to choose from.

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PROMOTIONAL VIDEO - A customized video to promote your brand

DESIGN TEMPLATES TO CREATE:

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE, MENU (Pick one: Includes Training)

SOCIAL MEDIA SITES SET UP (Choose 2)

YouTube, Instagram, Twitter, Pinterest, Facebook

A Few Details...

NEXT STEPS + WHAT TO EXPECT BOOKING

Interested in collaborating? The first step is to get in touch with us and share a bit about your business and what you envision for your new brand.

We will send over some details, and schedule an initial call with you so we can get to know each other and ensure we're a good fit. To seal the deal, we will send over a proposal, contract, and invoice. After all is signed off on and you've submitted your down payment, we'll be set to go!

INVESTMENT

The investment for each package is listed on the previous pages. A 50% down payment is required to book your project in my calendar. Your final design fee may change, depending on branding add-ons and any other needs you have that are outside of what's included in the package. Pricing and package details are subject to change without notice.

REVISIONS

Each phase of the design process includes 2 rounds of revisions to ensure you're thrilled and confident with the final product. Additional revisions are charged at an hourly rate.

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

Approx. timelines and start dates will depend on our project calendar, your specific needs, add-ons, holidays, etc. We'll discuss more before booking, so you know what to expect!

DO I OWN MY LOGO + BRANDING FILES?

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

WHAT FINAL FILES DO I RECEIVE?

After we wrap up, we will send you a zip file to download, which will include a library of all your finalized logos and branding elements. They will be saved in different colors and sizes for your convenience, for web and print use, and in vector (editable) format.

ARE YOU AVAILABLE FOR ON-GOING MARKETING PROGRAMS?

We love continuing to collaborate with our clients after we wrap up their branding! We offer a variety of online marketing packages including, but not limited to: Search Engine Marketing, Social Media Marketing & Management, Search Engine Optimization and Traditional Marketing Services.



Thank You!

Here is how to get in touch with us:

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info@iLocalonlinemarketing.com

Website:

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