

Nichole Brusch

PRO DESIGN STUDIO

**“Effective results
are the by-product
of hardwork, resolve,
logic and refined
expertise.”**

— NICHOLE K. BROSCH

NICHOLE BROSCH is a professional graphic designer with extensive industry knowledge and an exceptional background in promotional graphics. Offering full service concept to completion brand campaigns, project management and consulting services. Providing value sourcing with two decades of solid vendor relationships. Brosch's clientele range from major brands and professional athletes to small business owners and independent agencies ■

WHAT IS BRAND IDENTITY?

According the American Marketing Association, a brand is the...

"...name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers."

A representation of your company's reputation through the conveyance of attributes, values, purpose, strengths, and passions.

It includes what your brand says, what its values are, how you communicate its concepts, and which emotions you want your customers to feel when they interact with your business.

WHAT'S YOUR BRAND WORTH?

A well designed brand identity commands attention and can build value instantly. Over time you're business is also building value through good customer service, fulfilling your brand promise, meeting expectations and maintaining a current an professional image. Consistent application of a great visual brand can take your business to the next level.

BUILD A BETTER BRAND

Building a brand is a core business activity, just as important as leasing office space, recruiting the right people or developing your product or service.

WHY invest in brand identity design?

To charge a premium for your products/ services

In business, image matters. It's no secret that brand name products command a premium over generics. A great brand creates brand loyalty, and we all know that it's far cheaper to serve and delight your existing customers again and again, than it is to go out and find new ones. That's what a great brand can do for you.

To keep your brand fresh

Brands change and evolve and need to adapt their image to stay fresh. Companies should change their corporate identities every seven to ten years to make sure their brand is representing them well and is not outdated. *Is your brand in need of a refresh?*

Your business is expanding

If your small business is growing, you may need a re-brand to reflect the larger, more sophisticated business you are now operating. You're now competing with other more established brands in your area, and you need a brand that differentiates your product or services and sets you apart from your competitors.

Add value to your business

Investing in your brand identity and creating a strong brand adds value to a business. The sale of your business down the road will be bolstered by the investment you make today in your brand identity. This is what brand equity does for you.

WHAT'S INVOLVED

- Creative Branding Brief
- Company Positioning Research
- Sketching & Conceptualizing
- Preliminary Identity Concepts
- Presentation and Feedback v1.1
- 6 Revisions/chosen Design v1.2
- Color Theory, Product Based
- Finalized Brand Color Palette
- Brand Identity Theme Mock-up
- Brand Typography Files
- Brand Iconography Style
- Brand Patterns & Textures
- Social Media Assets (Headers/Icons)
- Final Brand Guideline Sheet
- Full Distribution Rights
- All File Formats (for various use)

CREATIVE BRIEF

Capturing all necessary information to gain a deeper understanding of the client's objective to develop a strategic design plan. Building a team consensus, aligning expectations and clearly defining measurable goals.

RESEARCH

After analyzing the information in the creative brief, reach begins to achieve a clear view of the specific industry, it's competitors, target market and the relationship between the client and their customers.

CONCEPTUALIZING

The goal is to explore as many ideas as possible without becoming attached to any particular one. I do not show clients my thumbnail sketches as their primitive state can be misinterpreted and cause confusion.

REVISIONS

Concepts are refined until they are at a stage that clearly communicates the desired message. The refined ideas are developed to show how the identity works when scaled large and small, in reverse, in black, and in color. While the concepts may look finished, more time will need to be spent on refinement, typography, color, etc., to reach a stage where they are complete.

DELIVERY

All final files are prepared and delivered via Email link or ftp, including various digital formats of the identity. Please retain all files for future use. Specific formats are required for a variety of purposes. Be sure you have them, in the event a vendor should request them. Also transferred to the client at this time are full rights and ownership of the visual brand identity.

THE QUICK START

Standard branding process. You provide basic information about your business and I'll create a beautiful logo with a general brand identity package that matches your business and product personality. *Set Pricing*

"I want a logo that looks great, and a standard biz package to get started"

THE FRESH START

Brand questionnaire to determine your target market, style and re-branding purpose. New logo and identity package that stands out from the original through a thoughtfully re-defined design. *By Estimate*

"I want a re-invention of my existing logo, and a creative new brand identity package"

THE EPIC LAUNCH

Creative briefing and strategy sessions. Full marketing evaluation. Impactful logo with complete branding guide, imagery, mission statement, and elite collateral package to launch your brand. *By Estimate*

"I want an epic logo that can stand alone, and a fully developed brand identity"

THE QUICK START BRAND IDENTITY PACKAGE: \$1500

Custom Logo Development

3 Final Versions: Full, Text Only & Icon
Includes: 6 concepts, 2 revision, 2 branding theme mock-ups.
Identity Guide, Distribution Rights, Formated Files Catalog.

Letterhead and Envelope

8.5" x 11" Letterhead, #10 Envelope.
Includes: minimum of 2 concepts, 2 rounds of changes.

Business Card

Single or Double-sided Biz Card.
Includes: minimum of 2 concepts, 2 rounds of changes, 5 name versions.
Additional names \$15.

Brochure

Single or Double-sided Brochure.
4" x 9", 8.5" x 11" OR 11" x 17"
Includes: 2 concepts, 3 rounds of changes, optional 2 stock images.

BONUS OPTION: \$1500

QUICK START WEBSITE

Basic Informational Website

(Text/Copy Splied by Client)
Valued at \$2900

- Industry/competition research
- Home page, plus 4 additional
- Includes Mobile Version
- Up to 3 rounds of revisions
- Includes Min. 2 Stock Images
- Online Contact Form
- Social Media Links/Buttons
- Basic search engine submission
- 1 hr Website Mgmt Basic Training
- Set-up Domain Registration & Hosting (domain & hosting billed separately)

(Additional revisions billed @ \$35/hr)

COLLATERAL

Business Cards \$120 - \$250
2-sided, standard size business cards.
Includes: minimum of 2 concepts, 2 rounds of changes, 1 name. Additional names \$15.

Letterhead & Envelope ... \$160 - \$275
8.5" x 11" Letterhead, #10 Envelope.
Includes: minimum of 2 concepts, 2 rounds of changes.

Digital Template \$60 - \$120
8.5" x 11" Letterhead, #10 Envelope.
Includes: minimum of 2 concepts, 2 rounds of changes. (PDF or in Microsoft Word for self-printing)

Notecard Set \$160 - \$275
7" x 5" card or smaller w/carrier envelope.
Includes: 2 concepts, 3 rounds of changes.

Sales Data Sheets \$80 - \$160
8.5" x 11" data/sales sheets.
Includes: 1 concept, 3 rounds of changes.

Business Folder \$80 - \$125
9"x12" or 9" x 14" Pocket Folder.
Includes: 2 concepts, 2 rounds of changes.

PERSONAL

Invitations \$130
5" x 7" Invite, RSVP card & Envelope.
Includes: 2 concepts, 3 rounds of changes.

Announcements \$150 - \$205
2-sided Announcement & Envelope.
Includes: 2 concepts, 2 rounds of changes, optional 2 stock images.

PROMOTION/ADVERTISING

Small Ad (>1/2 page) \$150 - \$205
Includes: 2 concepts, 2 rounds of changes, optional 2 stock image.

Large Ad (<1/2 page) \$200 - \$260
Includes 2 concepts, 2 rounds of changes, optional 2 stock images.

Rack Card/Flyer \$160 - \$410
2-sided, 4" x 9" or smaller rack card.
Includes: 2 concepts, 2 rounds of changes, optional 2 stock images.

Folded Brochure \$250 - \$615
2 sided, 8.5" x 11" half, tri or z-fold.
Include: 2 concepts, 2 rounds of changes, optional 3 stock images.

Newsletter \$370 - \$800
2 sided, 17" x 11" folded 4-page layout.
Includes: 2 concepts, 3 rounds of changes, optional 3 stock images. Text/stories and additional images provided by client. (No writing included)

Postcard/Direct Mail \$230 - \$370
2 sided, 9" x 6" postcard or smaller.
Includes: 2 concepts, 3 rounds, optional 2 stock images.

Poster/Small Sign \$75 - \$370
1 sided, 24" x 36" or smaller.
Includes: 1 concepts, 3 rounds of changes, optional 2 stock images.

Banner \$75 - \$650
1 sided. Flag, Stand-up, Hanging or Table.
Includes: 2 concepts, 3 rounds of changes, mock-up, optional 2 stock images.

Book/Catalog \$250 - \$650
Cover, Interior Layout and Mock-up

WEB BASED BRANDING

Basic Website Design start \$1500
Includes: 1 home page, 1 secondary page, plus 2 rounds of changes, optional 2 stock images. (No programming included)

Full Website Design start \$2900
Custom Packages Available w/ Consult

Social Media Assets \$205 - \$315
Header/Cover Page, Icon or Custom Post
Includes: 1 concept, 2 rounds of changes, optional 2 stock images.
(No programming included)

E-mail Promo (E-Blast) \$205 - \$315
Custom designed e-blast.
Includes: 1 concept, 2 rounds of changes, optional 2 stock images. Programming and testing included in price. (Campaign list not included)

E-mail Newsletter \$425 - \$590
Custom designed e-newsletter.
Includes: 1 concept, 2 rounds of changes, optional 2 stock images. Programming and testing included in price. (Campaign list not included)

Web Banner Ad \$150 - \$425
Includes: 1 concept with 3 different views, 2 rounds of changes. (No programming included)

OTHER

Gear \$75 - \$400
Apparel, Products, Packaging & Supplies

Vehicle Wrap \$400 - \$800
Wrap designs with Mock-up

Consult & Design Time \$35 - \$75
Per hour. Estimated hours quoted.

MARKETING SERVICES

Direct Mail

NO! Print is NOT dead. Direct mail marketing is a powerful, proven method to acquire and retain customers.

Whether you need a direct mail starter conversation or are looking for a complete direct marketing partner with experience in local or national campaigns.

List & Data Services

Target businesses or consumers with help from our data experts and vast list resources.

Predictive Modeling :

Find prospects that look like your best customers for a fraction of the typical cost.

Data Append :

Add highly detailed geographic and demographic data to your existing mailing list.

Specialty Lists :

Run counts and order on any commercially available list on the planet.

Mailing Services

Whether your quantity is large or small, we'll analyze your mailing list to identify strategies that allow maximum efficiencies and deeper discounts. Plus, variable data ink-jet setup and addressing.

Email Services

Plan, create and launch integrated campaigns.

Whether you have or need an email designed, have or need a list, our experts are here to help you launch a professional, SPAM compliant campaign.

CONTENT DEVELOPMENT

Brochure & Newsletter Content

Professional content development and writing for company weekly/monthly newsletter.

Website Copy Writing

Professional content development and writing for your website such as product/services pages, about us, FAQs, benefits, features, etc.

Press Release Creation

Professional creation of company press release. Includes interview with a company representative.

All prices listing in this guide are general project design fees and are to be used at your convenience for estimate and budgetary purposes. Because each project has unique requirements, all projects should have a custom estimate before moving forward. Keep in mind that anything beyond the general project will incur additional charges. These prices are for professional DESIGN ONLY and do NOT include any professional printing, programming, writing, shipping or taxes unless otherwise noted. Printing services are available and can be quoted upon request or as needed.



PROFESSIONAL PHOTOGRAPHY + DESIGN

DRIVE BY: \$75

1 Exterior image.

*Processed Available Same Day

MINI PACKAGE: \$125

Under 2100 sf

Exterior (1 front, 1 back).

Interior (1 of each room).

Total 10 - 15 total high quality, color corrected images.

*Processed 12 to 24 Hrs

VIDEO PIX TOURS:

(Included in Pkg C)

Otherwise starting at \$75

(voiceover w/script add'l \$50)

AERIALS:

Stills & Videography By Estimate

AMENITY/COMMUNITY:

(Included in Pkg C)

Otherwise add'l \$25 to \$50 depending on extent of the communities amenities, and requested coverage.

TWILIGHT PHOTOS: \$125 & Up

LUXURY ESTATES:

Available By Estimate

COMMERCIAL PROPERTY:

Available By Estimate

STANDARD PKG A: \$175

2100 - 2400 sf

Interior & Exterior.

25 - 35 total enhanced, high resolution images.

*Processed 24 to 36 Hrs

STANDARD PKG B: \$225

2401 - 3200 sf

Interior, Exterior & Detail Features.

35 - 45 total enhanced, high resolution images – tagged with keywords specific to the listing, and your business/name.

*Processed 24 to 36 Hrs

STANDARD PKG C: \$275

3201 - 4,000 sf

Interior, Exterior, Detail Features, Amenities & Community.

Plus, 3-5 minute Photo Video.

45 - 60 total enhanced, high resolution images – tagged with keywords specific to the listing, and your business/name.

****4,000 sf to 4,500 ADD \$75**

*Processed 36 to 48 Hrs

REGULAR SERVICE AREA:

Duval, St. Johns, Clay

OUT OF AREA: \$50 - \$75 R/T

*Nassau & Flagler County

Add'l Areas By Estimate.

PHOTO DELIVERY:

All Images Delivered via Email with Dropbox Link for Download.

*Assistance with MLS, or other listing sites available.

TERMS: COD

You will receive an email with a single watermarked image of the property and the invoice to let you know that the images are ready.

Upon Receipt of Payment,

you will receive the Dropbox Link in an email for download. If your package includes a video, your video link will be included in the email or a separate email sent the following day. Files can be sent on CD if preferred.

PAYMENT OPTIONS:

- Check
- PayPal
- Credit & Debt Cards
(Visa, M/C, AmEx, Discover)

PROFESSIONAL SERVICES:

Graphic Design, Marketing Materials, Media Production, Direct mail, Brand Campaign Management & Consults.

