



# BRANDING

SYDNEY NICOLE DESIGNS

# Why your brand matters.

your vision + your voice = your brand

## BRANDING MATTERS

Branding is more than a logo and a cohesive Instagram profile. Your brand is the complete image of your business. The first thing that your clients will experience is your brand, giving them a glimpse at what they will experience with you. And you are the heart of your brand, which is why I strive to help businesses create cohesive branding that is true not only to their business, but to the person behind the business.



# The packages.

01

## BASIC

Includes:

- 1 logo concept
- 1 sub logo
- digital business card template

02

## DELUXE

Includes:

- 2 logo concepts
- 2 sub logos
- digital business card template
- digital thank you card template

03

## NEXT LEVEL

Includes:

- 2 logo concepts
- 2 sub logos
- digital business card template
- digital thank you card template
- set of 10 hand drawn IG story highlight covers

01

#### STEP 1

After the initial deposit is received to secure your branding package, Sydney will begin sketching logo concepts and curating a mood board, color palette, and unique typography to include in your Brand Style Guide.

02

#### STEP 2

Once you receive your Brand Style Guide, you will have the opportunity to look over it and discuss with Sydney if you have any edits that you would like to make. All packages will have the opportunity for 2-4 edits.

03

#### STEP 3

When your branding vision is complete, and the remaining balance is paid, Sydney will share all documents through email for you to download and begin sharing.

# The process.

TIME FRAME: 2-4 WEEKS



Which  
package is  
right for me  
and my brand?

LET'S BREAK IT DOWN.

# Primary Logo

## MAIN BRAND GRAPHIC

The primary logo is the main graphic that represents your business and is used most often. This logo will typically be found on your business cards and other promotional products. It could include your business' tagline, locations, or date of establishment.







# Sub Logo

## SIMPLIFIED

The sub logo, or secondary logo, is a simplified version of the primary logo. This design may eliminate some text and is often smaller in size. It helps to communicate your brand quickly.

# Brand Style Guide

## WHAT IS INCLUDED?

01

### LOGO CONCEPTS

Your Brand Style Guide will include logo concepts - depending on which package you choose, you will receive from 1-4 logo concepts.

02

### COLOR PALETTE + TYPOGRAPHY

The details matter when it comes to branding. You will receive a color palette that best expresses your aesthetic, as well as unique typography.

03

### MOOD BOARD

Lastly, your Brand Style Guide will include a personally curated mood board with images that embody the inspiration for your branding.



# Brand Style Guide

## WHAT TO EXPECT.

Here is an example of a Brand Style Guide. Your style guide will be specifically created to include the unique aesthetic of you and your brand.



# Feedback from clients



01

## TEXAS FRESHIES

### OWNER

Sydney did an amazing job listening to my vision and making my branding come to life! She made the whole process easy and stress-free.



02

## ALLISON RUTH PHOTOGRAPHY

### OWNER + PHOTOGRAPHER

Sydney helped make my vision come to life and was helpful each step of the way.



03

## MADELINE'S MACARONS

### OWNER + BAKER

I loved working with Sydney! She took all of my ideas and created a unique concept that matches me and my brand.



Sydney  
NICOLE  
hand lettering + design

# Let's work together

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