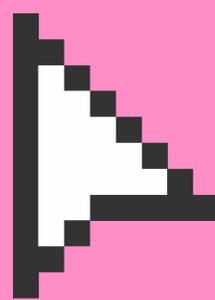


Brand VIP Day

2 OR 4 DAY INTENSIVE



HPCREATIVESTUDIO

TRANSFORM YOUR BUSINESS IN JUST 2 DAYS

Looking for a fast-track to a standout brand? My 2-4 Day Brand VIP Day is a hands-on experience where we'll craft a cohesive and professional logo suite that's perfectly tailored to your business – all in just *two (or 4) days!*

This package includes a custom logo package (including a submark & logomark) tagline, a asset of your choice, a fresh colour palette and brand guidelines.

Ready to dive into the details? Check out the next page to see everything this package includes! >>>>>

LET'S MAKE SOME GORG
DESIGNS TOGETHER!

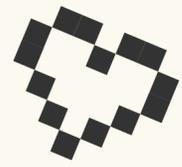
LOVE,

Hannah x



Emma
Mawdsley
VOCALS

WHAT'S INCLUDED?



WHAT'S INCLUDED?

2-4 DAY BRAND VIP DAY EXPERIENCE – £995

- * FULL LOGO SUITE CONSISTING OF; MAIN LOGO, ALTERNATIVE LOGO & SUBMARK
- * BRAND MARK & LOGO PATTERN DESIGN
- * INCLUDES A DESCRIPTION & INFORMATIVE TAGLINE
- * FONT STYLE-GUIDE DOCUMENT

Transform your brand in just **TWO DAYS OR FOUR DAYS** with this bespoke, intensive design experience. Perfect for small business owners, creatives, and entrepreneurs, this VIP package is designed to help you elevate your brand with expertly crafted visual identity assets. Walk away with everything you need to make a lasting impact, on both a tight budget and schedule.

BEFORE YOUR START DATE

Brand Strategy Session: A collaborative, focused call session to explore your brand's identity, target audience, and goals.

Moodboard & Brand Direction: Before your booking date, you'll receive a moodboard and proposed brand direction, including a colour palette, so the final approach is agreed upon before we start designing.

DAY ONE: The Designs

Custom Logo Design: A distinctive logo suite capturing your brand's values and personality. This includes a main logo, submark, and logomark designed with creativity and purpose.

Tagline Creation: A concise, memorable tagline that connects with your audience and reinforces your brand messaging.

DAY TWO: Finalisation & Collateral

Social or Print Asset: Choose one asset to suit your needs, whether it's a social media icon, an illustration, a print item, or something else as agreed upon in our discussion and manageable within the timeframe.

Additional Extras and Amends: Personalise your package with extra items or final tweaks to ensure everything is perfect.

Brand Guidelines: Easy-to-use brand guidelines to maintain consistency across all platforms.

Off-boarding: We'll wrap up the project with a goodbye call to answer any remaining questions. Once your final payment is completed, all files will be sent to you.

WHY GO FOR A BRAND VIP DAY?

Efficient & Collaborative: Work closely with a professional designer to develop your brand, ensuring every detail reflects your vision.

Premium Quality Without the Wait: Receive tailored, high-quality assets without months of waiting.

Comprehensive Branding Toolkit: Leave with polished branding assets ready for use across both print and digital platforms.

Time Crunch: In a hurry? This VIP Day is designed to deliver maximum results in minimal time. You'll get everything you need to kickstart your brand quickly, without sacrificing quality - making it perfect for businesses on tight deadlines, smaller budgets or those eager to launch fast.



HOW IT WORKS

1. Book Your VIP Day

Simply reach out to confirm your preferred dates for the 2 or 4 day Brand VIP Day. We'll follow up with some available days to book your project and confirm the deliverables! Once we've agreed on a date, we will secure your slot by sending over your on-boarding documents, contract and paying the deposit.

2. Strategy & Design Session

Before the start date, we'll start with a Brand Strategy Session, where we'll explore your brand's identity, target audience, and business goals. Shortly after, you'll receive a moodboard and proposed brand direction to ensure we're aligned before starting the design work. On Day One you'll receive your Custom Logo, Tagline, and a proposed direction for your brand's overall look - with a chance to review your designs. Once these are approved, we'll have a solid foundation in place, ensuring a clear and seamless plan for Day 2.

3. Finalisation & Delivery

On Day 2, we'll wrap up your chosen asset, finalise any tweaks, and include any extras you've added. We'll also complete your Brand Guidelines. You'll receive all assets in the right formats and get the chance to review your designs with one round of revisions. Once everything's perfect, the remaining balance is due, and the final files are delivered!

Important Note:

Because of the fast-paced nature of this package it's essential that you stay available and engaged during the 2 work days. This ensures a smooth flow for discovery, design drafts, feedback, and revisions. To keep things moving seamlessly, I will need you to complete all questionnaires, provide the required materials on time and set aside time for both a kick-off call and an off-boarding call within the 2-day time frame. Let's make magic together!

TERMS & CONDITIONS

Payment & Deposits

A 50% deposit (£497.50) is required to secure your booking and confirm the start date. **Alternatively, enjoy a 5% discount by making full payment upfront!**

The remaining balance must be paid within 24 hours of project completion, prior to the delivery of final files.

Revisions & Changes

The VIP Day includes 2 rounds of revisions for the logo and tagline. Minor adjustments to the designs and colour palette are included in the package. Any additional changes beyond this scope will be charged at my standard hourly rate of £60 per hour.

Cancellations & Rescheduling

Cancellations will result in the loss of the non-refundable deposit - as time slots are booked on a first-come, first-served basis.

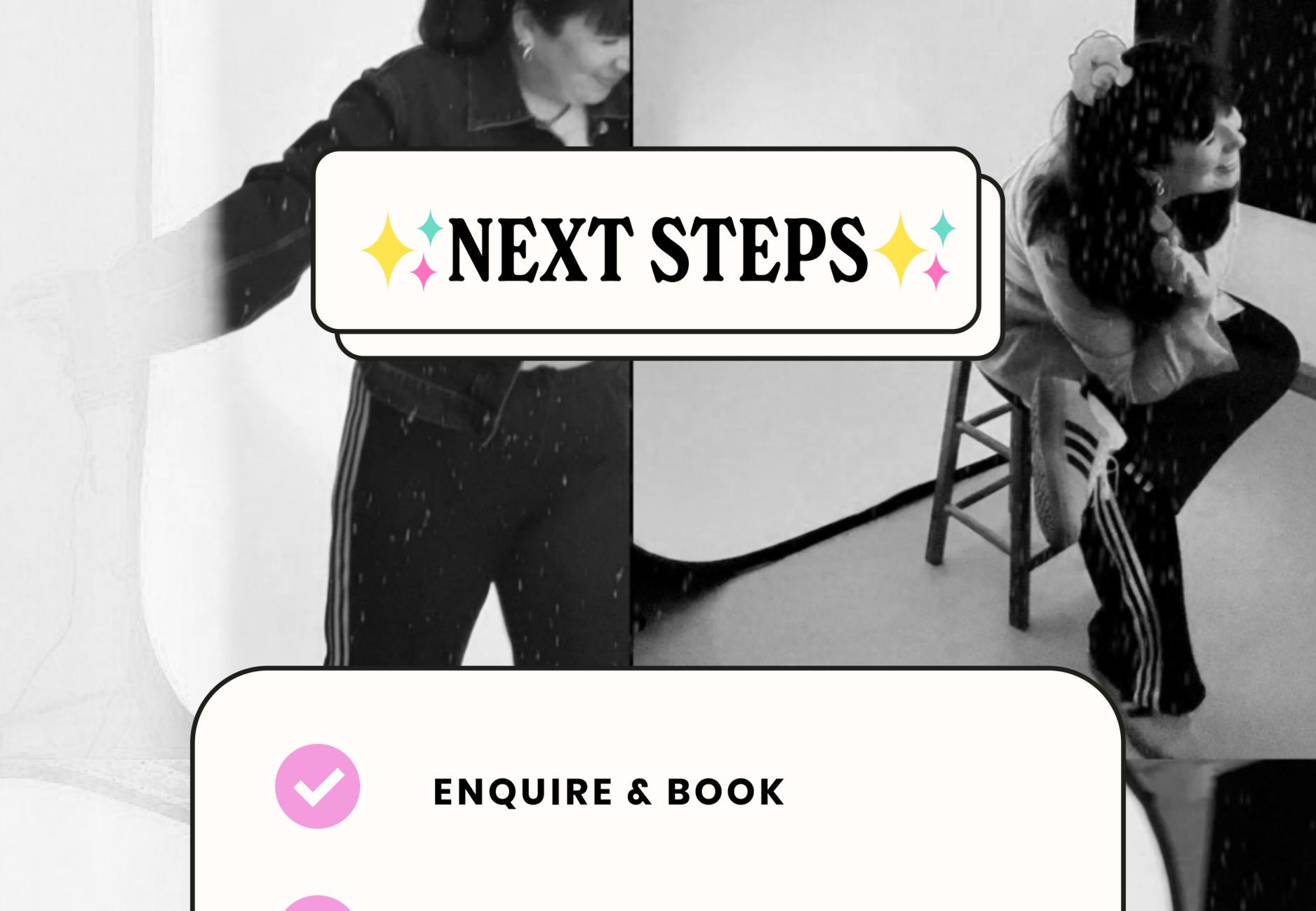
Rescheduling requests will be accommodated where possible but must be made at least 7 days in advance to avoid losing your deposit.

File Delivery

All final files will be provided in standard formats (e.g. PNG, JPEG, and PDF), alongside editable files (e.g. AI, PSD) if required.

Ownership & Copyright

Full ownership of the assets will be transferred to you upon receipt of final payment. A full contract will be sent over to you after booking in!



✨ NEXT STEPS ✨



ENQUIRE & BOOK



CONTRACT & ONBOARDING



SET UP ON NOTION



SEND OVER YOUR PROJECTS



DEADLINES ENTERED



IT'S TIME TO DESIGN!

**JUST LMK IF YOU'D PREFER
TO SPREAD THE PROJECT
OVER 2 OR 4 DAYS!**

THANK YOU!

INFO@HPCREATIVESTUDIO.COM