

branding

PAAPER STUDIO

**1** (zero commitment)  
**BRAND therapy** ☐ COFFEE  
 ☐ VIDEO  
 ☐ PHONE  
 ☐ EMAIL  
**BRAND AUDIT & DELIVERABLES Q&A**  
*questionnaire, checklist + project deposit*

**2**  
**GOOD THINGS START on paper**  
*Where behind-the-scenes magic happens...  
 Your designer is getting things on paper, like:*

**2 WEEKS**

- RESEARCHING YOUR INDUSTRY, TRENDS, COMPETITION + INSPIRATION.
- DEVELOPING IDEAS, CONCEPTS + SKETCHES.

**3** **THE BIG REVEAL**  
*Choose from 2 concepts that each include:  
 black + white designs in multiple layouts  
 like full logo, circle + horizontal X2*

**1 WEEK**

Colour palette options are applied to chosen design.  
*(use up to 3 rounds of revisions)*

**4** **WRAP UP**  
*Brand collateral creation:*

- PRINT + DIGITAL STATIONERY
- SIGNAGE, DECALS, MERCH + PACKAGING
- SOCIAL MEDIA
- CUSTOMIZED BRAND GUIDE

**1 WEEK**

*All wrapped up, organized into a digital folder.*

**BONUS CONTENT!**

DIGITAL FOLDER **guide**

+ **social MEDIA planner**

+ **THE BRAND checklist**

+ **EMAIL SIGNATURE instructions**

+ **brand COLLATERAL idea guide**

+ **BRAND guidelines**

+ **BRAND SUPPORT**

- WHAT YOU GET:**
- CONSULTATION
  - QUESTIONNAIRE
  - BRAND AUDIT
  - INDUSTRY RESEARCH
  - PROFESSIONAL DESIGN
  - FULL LOGO DESIGN
  - ROUND LOGO
  - HORIZONTAL LOGO
  - FONT PAIRING
  - COLOUR PALETTE
  - MULTIPLE LOGO FILES
  - PRINTERS LOGO FILES
  - BRAND GUIDE
  - BUSINESS CARDS
  - DIGITAL STATIONERY
  - BROCHURE
  - FONT FILES
  - BRAND GRAPHICS
  - SIGNAGE LAYOUT
  - MERCH DESIGNS
  - SOCIAL MEDIA DESIGNS
  - SOCIAL LAUNCH POST
  - DIGITAL FOLDER GUIDE
  - SOCIAL MEDIA PLANNER
  - BRAND CHECKLIST
  - 1 YEAR OF BRAND SUPPORT

**BRAND PACKAGE \$1,850 +HST**  
 (50% DEPOSIT ON BOOKING)

let's pencil something in [hello@paaperstudio.com](mailto:hello@paaperstudio.com)

brand samples

PAAPER STUDIO

VALLEY  
DESIGN+DRAFTING

PERTH ONTARIO CANADA  
Heritage  
BIKES  
SALES · SERVICE · ADVENTURE



PIVOTAL help

Carleton  
PLACE  
est. 1819



Closs Crossing

{ IRETON FENDLEY }  
PROFESSIONAL CORPORATION

think  
LOCAL  
LANARK

the  
plaid **CO**  
life in stitches

Thompson's  
BLACK ROCK  
PARK

+ + Asteri  
PURSUIT

CHRISTIE LAKE ONTARIO  
JORDAN'S  
COTTAGES  
EST 1941

four better

C'EST  
tout

W  
WARDHAUGH  
REAL ESTATE TEAM

ecoMAY