

Brand ID

RATE CARD



So, you need a logo?

Monster Graphics can help your business develop a memorable identity that sticks in the mind of your customers and helps to communicate the personality and values of your business.

Whether you are a startup who just needs a logo to launch your business, or an established enterprise that requires a comprehensive brand overhaul, **Monster Graphics** has the right solution for you.

Starting with our **ESSENTIAL** package, we will design up to four creative logo concepts based on your unique requirements. You choose the design that you think most successfully captures the essence of your business and we provide a set of master logo files for you to apply to whatever you need.

Your Brand Identity is one of the most important tools that you have to express the personality and values of your business. It's often the first thing that your customers identify with your business, product or services – so it's important to get this right. Our **PREMIUM** package ensures that your brand gets off on the right foot:

Before we start designing anything, we'll assess your market, your competitors and your target audience to make sure your logo is positioned effectively to stand a shoulder above the competition.

You'll have the opportunity for input and feedback through the design process and once the logo is finalised, we'll set you up with a 'brand pack' that includes business card and letterhead design, along with basic brand guidelines to ensure your logo is applied correctly and consistently moving forward.

If your business needs a **comprehensive visual strategy** to hold up across multiple media platforms and engage your audience with a brand story that sticks – you need to talk to us about our **ENTERPRISE** package.

With **ENTERPRISE**, the sky's the limit. We'll discuss your specific requirements and plan a strategy to deliver the best solution for your enterprise.

We'll explore multiple aspects of your Brand Identity including supporting imagery style, colour palette and visual library. We'll examine typography and it's relationship to your brand across multiple platforms.

We can help you identify and advance your brand story and develop a communication style to compliment your values and engage your audience.

Depending on your needs, we'll develop stationery, internal documents, marketing collateral, video content, digital assets and an effective presence online.

And to ensure that your Brand Identity is applied consistently across all media, Monster Graphics can consolidate everything with definitive set of branding guidelines.

Pricing*

	ESSENTIAL	PREMIUM	ENTERPRISE
	\$400 – \$800	\$1500 – \$2K	TBA
1 <i>FREE consultation</i>	●	●	●
2 <i>Market/Visual Research</i>		●	●
3 <i>(Up to) 4 logo concepts</i>	●	●	●
4 <i>5+ logo concepts</i>			●
5 <i>Moodboard/Brand treatment concepts</i>		●	●
6 <i>Focus group/Feedback</i>			●
7 <i>Logo development based on feedback through stage 1-5 (as applicable)</i>		●	●
8 <i>Final logo design & master logo files</i>	●	●	●
9 <i>Basic stationery set (Business card, letterhead, compliments slip)</i>		●	
10 <i>Basic brand guidelines</i>		●	
11 <i>Comprehensive brand identity development</i>			●
12 <i>Comprehensive branding guidelines</i>			●

*Indicative costs only. Monster Graphics will quote on project to project basis according to your individual requirements. Rates are GST exclusive.

Want to talk?

We'd love to hear from you.

Call **0508 MONSTER** (666 783)

or email **creative@monstergraphics.nz**

Thank you for your
time & consideration!

monstergraphics.nz

Don't take our word for it.

Monster Graphics have assisted us with the rebranding of our company, we wanted to have a more professional looking brand that will be well recognised. We cannot speak highly enough of the team and their professionalism.

JP DIGNON
CAUGHEY &
DIGNON LTD

We were looking for a “One stop shop” to help us with our Logo Design, Website, Company Profile & Advertising and have been very pleased with the results they have achieved for us. I would recommend their services to anyone who wants quality work from a personable team.

BRIAN & LESA CUTFORTH
ALPHA CONSTRUCTION