

## LAUNCHING OR REFRESHING



07.

# BRAND SPRINT

quick 3-6 week turnaround

From mission statements to color codes, the Brand Sprint gives you all the basics to reimagine your brand's presence.

Includes...

### 📞 1x1 Project Calls (30 mins)

- ✓ Kickoff call
- ✓ Revision call



### Story Guide

- ✓ Mission statement
- ✓ Tagline
- ✓ Origin story / "About" blurb



### Style Guide

- ✓ Moodboard of images, shapes, designs
- ✓ Headline, accent, and body fonts
- ✓ Color palette suggestions



### Next Steps Checklist

Does NOT include...

- ✗ Competitive analysis
- ✗ Expanded Brand Story
- ✗ Newsletters, blogs
- ✗ Social Media templates
- ✗ Internal communication strategy
- ✗ Website or logo design

investment starts at

\$2,800