

Branding Packages



Our packages are designed to provide the customer with the highest quality product at the best possible price.

Starter

A cherr-y-fic look

Logo

2 concepts + 1 iteration

Our Starter package is our most basic option, and as is the case with all of our packages, it includes the following:

Logo Development

Creating a **professional logo design with print-ready artwork files** (EPS, AI, PDF, JPG, PNG and others).

Print-ready artwork files, formats for web and print use, including transparent, black and white versions.

Style Guide

A guide that **explains the brand's visual elements**, including its colours, fonts, and imagery to ensure a consistent look and feel across all media.

Professional

It's very cherry

Most Popular

Logo

3 concepts + 2 iterations

An extension to our Starter package, our Professional package hits the sweet spot for most of our clients, offering greater flexibility thanks to an **increase of concepts and iterations** and more.

This includes everything in our Starter package plus the following:

Placement Guide

There are more obstacles in determining how to place your logo in a professional way than you might think. Our placement guide is a helpful resource that provides prompts on **how to use and position your logo correctly and consistently**.

The guide outlines where and how to use different versions of a logo to ensure that it has **optimal impact and visibility** to get the most out of your branding efforts.

Premium

Go full punnet

Logo

4 concepts + 3 iterations

This package seeks to reinforce your understanding of your brand's strategy in a way that empowers you to capture and maintain the essence of your brand. In addition to **even more initial concepts and iterations**.

This includes everything in our Starter and Professional packages plus the following:

Brand Workshop

Our brand workshop formulates a brand strategy that defines **vision, mission, values, personality** and **audience** to create a unique and aspirational brand identity.

Brand Guidelines

A document that summarises the takeaways from the brand workshop and clearly instructs a third party how to interpret them when using the branding.

Yellow Cherry is the perfect place to create a brand because we provide a comprehensive suite of service that help organisations develop a strong and meaningful identity, including consultancy services to help you identify your target audience, create the right message, and develop a comprehensive marketing strategy.



Build Your Own

If none of our existing packages meet all of your needs, we can look into creating a custom quote that fits your exact requirements. Follow the steps below and let us know what we can do for you.

Prices will vary depending on what you require. We look forward to hearing from you!

STEP 1: Choose your logo package

Logo

2 concepts + 1 iteration

Logo

3 concepts + 2 iterations

Logo

4 concepts + 3 iterations

Digitise your idea

We will convert your logo sketch

STEP 2: Add your requirements

Logo Suite

Create and supply print-ready artwork files, with various formats for web, print, and transparent use, including black and white versions of the artwork for maximum flexibility.

Style Guide

A guide that explains the brand's visual elements, such as its colours, fonts, images, and other design elements, to ensure a consistent look and feel across all media.

Placement Guide

A placement guide to assist in selecting the best logo position for optimal visibility and impact.

Brand Workshop

Our brand workshop formulates a brand strategy that defines vision, mission, values, personality and audience to create a unique and aspirational brand identity.

Icon/Illustration

Create custom on-brand icons, illustrations or patterns to enhance your brand identity. Utilise visuals to express your desired message and strengthen your brand.

Letterhead

Create and print a personalised letterhead in any desired quantity with your own custom artwork, logos, and other elements.

Brand Guidelines *Brand Workshop required

A document that summarises the takeaways from the brand workshop and clearly instructs a third party how to interpret them when using the branding.

Social Media Pack

Profile image and cover graphic, along with 10 custom social media post templates, to maximise your social media presence and engage your audience.

Business Card

Create custom business cards to get professional results quickly and easily. Design and print unique cards that reflect the personality and style of your organisation.

STEP 3: Get In Touch!

Check out
our work!



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