



SAGE & OAK CREATIVE

LOGO & BRANDING CREATION



PREPARED AND PRESENTED BY

SYDNEY O'NEIL

CREATOR & FOUNDER OF SAGE & OAK CREATIVE

About Sage & Oak Creative



THIS COMPANY WAS BORN OUT OF THE DESIRE FOR FREE COFFEE (REALLY!)

In 2019, Sage & Oak Creative was born out of a need for free coffee. Yes - you read that right: free coffee.

Sydney, working remotely, was looking for a place to work during the day and not break the bank. She made a proposition to a local coffee shop: free coffee and a place to work - in exchange for - free signage.

A beautiful partnership formed, which kicked Sydney off in the direction of chalk signage and handlettering. From there, word spread throughout Main Street and around the city, and soon Sydney was working on menus at breweries, balloon garlands, custom prints, and anything needing a personal touch!

WHAT IS OUR PROCESS?

Your logo is vitally important!

It is the foundation of your business and the stepping stone for all marketing and design materials to come.

We will work with you to determine what you are looking for out of your logo during our discovery call: what styles you like, what you are drawn to, **what you want to convey.**



STEP #1: CREATIVE STORM

This "creative storm," metaphorically, is throwing spaghetti at the wall to see what sticks. You will receive 10-15 logo options. We want you to use your gut: *What draws your eye? What fonts or styles do you like? What image do you keep thinking about?*



STEP #2: INSPIRED VIEW

After your edits and feedback, we will pull together a **second round of inspired logos** with suggested color branding palettes.



STEP #3: THE HAPPY DANCE!

Finally, we will work together to choose **your FINAL logo**, based on your second round feedback. You'll receive a complete stylized branding guide, including font types and color codes, so you can continue to grow your business to its fullest potential!

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PACKAGE OPTIONS

CHOOSE THE PACKAGE THAT WORKS FOR YOUR BEST NEEDS!

THE STANDARD - \$1,000

NEW LOGO + BRANDING KIT

This includes:

- (3) Rounds of logos
- Final Logos in all Color Combinations incl. JPG, PNG, and PDF formats
- Perfectly sized logos for your Social Channels: Facebook, Instagram
- Stylized Branding Guide for logo, font, and color usage
- Font file download

THE DELUXE- \$1,475

NEW LOGO + BRANDING KIT - *with sub-program logo*

This includes:

- Everything listed above
- *+ a secondary logo and branding kit for a program within your business!*

THE SUITE- \$1,975

NEW BUSINESS NAME

NEW LOGO + BRANDING KIT and NEW SUB-PROGRAM LOGO

This includes:

- Everything listed above
- *+ creative coaching on naming (or re-naming) your business. Including help on securing social media handles and domain names.*

Please note: if you would like additional logo rounds, each will be priced at \$200.

LET'S MAKE MAGIC



Sydney O'Neil

Founder & Creator

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