

Mini Logo Branding & Creation Guide

What Your Branding Package Includes

This package provides a professional visual identity foundation for your business.

What's Included

- 3–5 Original Logo Concepts
 - Professional Revisions
 - Commercial Usage Rights
 - Social Media Profile Logos
 - Branding Consultation
 - Full Color Logo Version
 - Black and White Versions (if requested)
 - Transparent Logo Version
 - High-Resolution Files (PNG, JPEG, SVG, PDF)
 - All plans fall under legal Terms & Conditions
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Understanding Brand Colors (The Basics)

Your brand colors help communicate your personality and values.

Primary Colors (Main Brand Color)

Color Type	What It Often Represents	Example Hex
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Black	Luxury, authority	#000000
Blue	Trust, professionalism	#1C4E80
Green	Growth, wellness	#0F6D4C

Most brands use:

- 1 Primary Color
- 1 Supporting Color
- Neutral tones when needed

You will receive:

- Full Color Logo
- Black and White Versions (if requested)
- Transparent background version

This ensures your logo works across digital and print platforms.

Understanding Font Styles (The Basics)

Fonts influence how your brand feels.

Main Font Categories

Font Type	Style Feel	Best For
Serif	Classic, professional	Corporate, luxury
Sans Serif	Clean, modern	Startups, service brands
Script	Elegant, personal	Boutiques, creatives

Most brands use:

- One primary font for the business name
- One simple supporting font for taglines

What Is a Mockup?

A mockup is a realistic preview of how your logo will look in real-life applications.

Examples include:

- Business cards
- Social media profiles
- Packaging
- Website headers

Mockups help you visualize your branding before it goes into production.

Project Timeline (Estimated 9–15+ Business Days)

Clear expectations help ensure a smooth and professional process.

Phase	Timeframe	What Happens During This Stage
Branding Consultation	30–60 minutes Scheduled within 3–5 business days after booking	We define your brand personality, target audience, color direction, font direction, and overall visual style.
Logo Concept Development	5–7 business days	You will receive 3–5 original logo concepts to review.
Revisions	2–3 business days per revision round	We refine your selected logo. Timeline may vary depending on response time and number of revision rounds.
Final Delivery	2–3 business days after final approval	You receive all finalized high-resolution files: PNG, JPEG, SVG, and PDF formats.

Total timeline depends on revision rounds and client response time.