



PhenomenalGroup.
MARKETING | ADVERTISING | BRANDING

BRANDING OPTIONS





The way your business is seen is of great importance, people want to buy from brands that look the part and are experts in what they do.

Creating a brand that people trust can take years to do, but having a great foundation with how it looks is vital.

Whether that is with a jaw dropping logo, stylish business cards, hard hitting leaflets, stand out promotional brochures or another form of marketing material, it all matters.

Having a consistent brand throughout your overall marketing strategy makes you different from your competitors, it shows you are experts, it shows you provide value and it shows you care about your customers.

Starting a new business? >>>

START UP BRANDING

Branding has changed, many business owners see branding as an expense rather than what it actually is....a long term investment.

Many people believe that by simply having a logo that this is a brand, they feel that by using platforms online such as Canva to create a generic logo or marketing material that they've managed to save money in order to spend it elsewhere.

As a business owner, in order to be taken seriously your brand needs to stand out, it needs to be seen as unique to you, your services and your ethos.

Hiring a professional branding agency means that you are calling on years of experience and knowledge to create the perfect look and feel for your brand.

Working with an agency enables you to understand the process in which your marketing material was created, which files are best for print, best for socials, or best for your website.

Investing in your brand with a branding agency provides you with the opportunity to make tweaks and changes to existing marketing material as your business evolves rather than having to start from scratch every single time.

Branding Options >>>



Phenomenal
BRANDING

NEW BUSINESS LITE

- ✓ Original Logo File
- ✓ Print Ready Logo File
- ✓ Social Media & Website Logo File
- ✓ Brand Guidelines
- ✓ Business Card Design
- ✓ Social Media Cover Pictures
- ✗ Leaflet Design
- ✗ Documents Folder Design
- ✗ Branded Stationery Design

Amount **£300**



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BRANDING

NEW BUSINESS STANDARD

- ✓ Original Logo File
- ✓ Print Ready Logo File
- ✓ Social Media & Website Logo File
- ✓ Brand Guidelines
- ✓ Business Card Design
- ✓ Social Media Cover Pictures
- ✓ Leaflet Design
- ✓ Documents Folder Design
- ✓ Branded Stationery Design

Amount **£500**

Additional charge for printing of Business Cards, Leaflets, Stationery which will be billed separately

Perfect for
entrepreneurs or sole
traders looking to
start a new venture.

BUSINESS BRANDING

Not requiring a full rebrand and just needing to update your branding material? Maybe it's a one off batch of business cards, or perhaps you need more? Here is what we charge for our branding design services.

BUSINESS CARDS

Single Sided

£37

Double Sided

£55

LEAFLETS

Single Sided From

£50

Double Sided From

£85

STATIONERY

Package

£150

AD BOARDS/BANNERS

Prices From *

£75

BOOKLETS

Per 8 Pages

£275

EXHIBITION BACKDROPS

Prices From *

£120

Perfect for business owners looking to increase the marketing exposure with fresh, sleek branded material.

**Price dependent on the size of Board, Banner or Backdrop.*

RETAINER SERVICES

We get it, your brand is special, we think it's *Phenomenal....*

Which is why we offer a retainer service for businesses who are either in between designers internally or are looking to grow their brand further and need assistance with their branding on an ongoing basis.

Retaining the services of a branding agency means that you have them on hand each month to utilise their knowledge and expertise when you need them the most. They prioritise you so that when you call (or email or whatsapp) they are raring to go.

We know though that every client's needs are different which is why we've split our packages into three options so that you can look at what suits you best and your budget at this current time.

Chose your package >>>



Phenomenal
BRANDING

STARTER

- ✓ UK based designers
- ✓ Unlimited revisions
- ✓ 1 brand
- ✓ Free Stock Photos
- ✓ Design files upon approval
- ✓ 3 Day turnaround time*
- ✓ General design assistance

SUBSCRIPTION

Billed Monthly **£450**

3 Months Minimum with 30 day's notice



Phenomenal
BRANDING

BUSINESS

- ✓ UK based designers
- ✓ Unlimited revisions
- ✓ Multiple Brands
- ✓ Free Stock Photos
- ✓ Design files upon approval
- ✓ 3 Day turnaround time*
- ✓ General design assistance
- ✓ Brand & Marketing Material Audit

SUBSCRIPTION

Billed Monthly **£600**

6 Months Minimum with 30 day's notice



Phenomenal
BRANDING

ADVANCED

- ✓ UK based designers
- ✓ Unlimited revisions
- ✓ Multiple Brands
- ✓ Free Stock Photos
- ✓ Design files upon approval
- ✓ Priority Client **
- ✓ General design assistance
- ✓ Brand & Marketing Material Audit
- ✓ £200 Print credit each month

SUBSCRIPTION

Billed Monthly **£750**

6 Months Minimum with 30 day's notice

**Standard time scale of 3 working days for turnaround time, if the project is expected to take longer than 3 days we will make you aware*

*** Priority client means that we will ensure that all projects are turned around with 48 hours, unless it is an extremely large project.*

YOUR NEXT STEPS

Your brand is on it's way to becoming ***Phenomenal...***

If you are in between designers in your office or you're not happy with your current agencies efforts then let's get a consultation call booked to discuss your retainer options.

Alternatively if you require ad hoc new marketing material for your brand then the process is simple. All you need to do is get in touch and we'll go through the services available to make sure that you have everything you need when it need it by.

Don't have access to a printing agency neither? Don't worry we've got you covered through our network and we can manage the print projects for you too.

Let's be Phenomenal together >>>

LET'S GET CREATIVE

We can't wait to speak to you about your options.

We are flexible in the way we can communicate, whether it's face to face in our offices or yours, via Zoom, a phone call or email.

Let's arrange an initial meeting to talk through your brand and the goals you hope to achieve.

Call us on **0161 464 3336**

Enquire through our website **www.phenomenal-group.co.uk**

Drop us an Email **info@phenomenal-group.co.uk**