

hyphen™

official partner of
WIX

COMPREHENSIVE BRAND IDENTITY

↳ brand DNA



Learn about the fundamentals of branding, why it's important, and how the right branding can elevate your business.

Why is branding so important?

Branding is important for the following reasons:

Establishes your company within an industry: The right brand identity can potentially help you get established within your industry. This can also help you compete with those who offer similar services as your brand gets more recognition.

Conveys your purpose to consumers: Your brand is also important because it helps convey the value that your products or services can provide for consumers. For example, if your cleaning products company has the slogan: "Less mess, more time for fun," then you imply to consumers that your product line helps clean up messes fast so customers can do more of what they enjoy.

Increases company awareness: Having a strong and recognizable brand could potentially attract new customers.

Reminds existing customers of your products and services: Your brand can also help remind existing customers about what you have to offer. For example, if you own a floral shop business, running advertisements or revamping your logo could remind previous customers that you provide organic floral arrangements for any occasion.

What does the brand DNA include?



brand DNA

brand questionnaire

2 zoom sessions

visual branding

primary logo

secondary logo

custom brand color palette

font selections

brand elements (graphics, icons, textures, patterns, photos/video moodboard)

**3 design options presented*

**2 rounds of revisions*

**1 final design delivered*

Brand Messaging (1 round of revisions)

about/bio description

service/product description

value proposition

taglines

choose 3 design items from the list below (1 round revisions)

social media profile avatar + header

social media stories icons

business card

letterhead

thank you card

email

flyer

social graphic/stories template

label/packaging item

apparel item

menu

starting at \$1800

Pricing is subject to change due to any special requests or add-ons not listed in the package contents above. Please ask about any items not listed above. For questions or concerns regarding this matter, refer to the contact info at the bottom of this page.

timeline: 3-4 weeks

Timeline is subject to change if any requested materials aren't provided or if any communications aren't responded to in a timely fashion. For questions or concerns regarding this matter, refer to the contact info below.

questions?

Email: hello@hyphenbrandlab.com

Call or Text: +1 469-297.3899



How will my brand DNA be presented?

design presentation

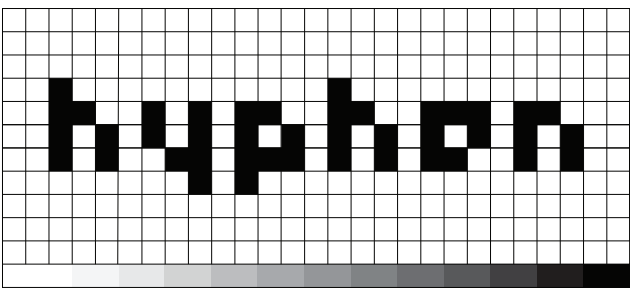
Primary Logo



Abbreviated Box Logo



Logo Form



The building blocks of the hyphen logo.

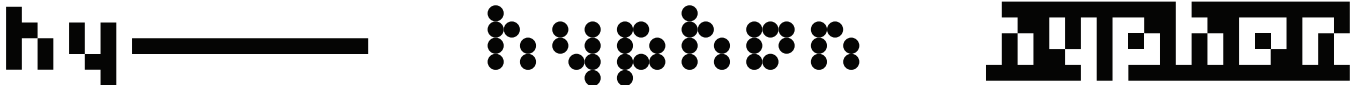
Secondary Logo



About/Bio

Hyphen Brand Lab is a boutique design & marketing agency based in Dallas, Texas. We help small businesses, start ups, and entrepreneurs achieve their goals through creative branding and smart marketing programs.

Alt. Logos



Color Palette



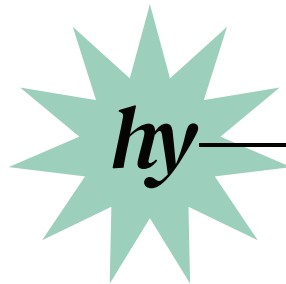
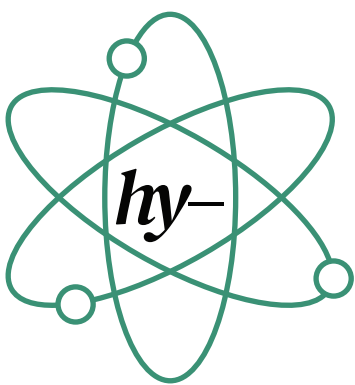
White

Black

PMS: Pantone 928 C Hex: 997ADB RGB: 153, 122, 219 CMYK: 47, 56, 0, 0



Brand Elements/Taglines



*—there! Let's connect—
to create something
great together.*

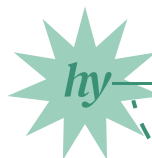
Social Media Avatar



-----▶ hello@hyphenbrandlab.com



for



**Quality
Marketing+Design
work!**

Brand Icons



Brand DNA



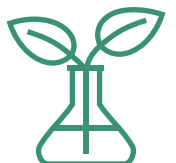
Brand Research



Brand Development



Brand Sprout



Brand Growth