



official partner of
The Wix logo consists of the word "Wix" in a white, sans-serif font. The "i" has a small orange dot above it.

BASIC BRAND IDENTITY

↳ brand basics



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 basic package include?



brand basics

brand questionnaire

primary logo

secondary logo

about/Bio description

3 design options presented

2 rounds of revisions,

1 final design delivered

3 colors (white, black and one brand color)

starting at \$950

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: 2-3 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 identity be presented?

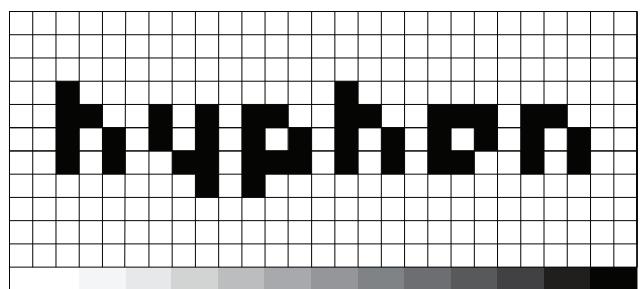


design presentation

Primary Logo

hyphen
brand
lab

Logo Form



The building blocks of the hyphen logo.

Secondary Logo

hyphen brand lab

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.

Color Palette



White

Black

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