

CREATE. ENGAGE. GROW.



**redcrab**  
CREATIVE

Let's create your brand identity.

Call: 07884 000283

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Visit: [redcrabcreative.co.uk](http://redcrabcreative.co.uk)



BRANDING, GRAPHIC & DIGITAL DESIGN

A powerful set of skills to help  
you create your brand.



Hello.

**I'm Red Crab owner Mark Henderson and I specialise in brand identity design. I work alongside an awesome web designer, James, and we also have a pool of talented other people to partner with if projects require it.**

As a creative leader with over 25 years of experience, my expertise encompasses a variety of mediums and communication channels, working across a wide range of both client industries and creative teams.

Combined with an in-depth approach to research and analysis I am passionately creative, quality-driven, and motivated to create effective design solutions. I am flexible and easy to work with, and enjoy collaborative relationships with clients resulting in intelligent design solutions that help to grow their businesses fast.

## Creating your brand identity

Brand identity pricing can vary widely. Another agency might charge upwards of £10k, depending on who they are and the scope of the project. But not all businesses need to invest that much. I've been creating identities for businesses and entrepreneurs for over two decades, and I'm able to bring high-level agency design and expertise to the same project that has a much higher cost elsewhere.

**Custom Packages:** Applications can be added to the Standard Packages. Pricing will depend on the scope of the project. Possibilities include: business cards, letterheads, social media posts, brochures and info sheets, merchandise, signage, or other digital creatives or printed pieces. All are typically created using Adobe Creative Suite software (InDesign, Illustrator, Photoshop).

For many clients, a cost-effective solution is dividing a project into two parts. Phase 1 is the standard brand identity package, and Phase 2 is applying the new branding to the set of collateral that your business needs.

**A note about websites:** Web design and development is a speciality in itself, so I don't include it with brand identity pricing. But if you do need a website I'm only too happy to provide a separate quotation at very competitive rates.

# Brand identity standard packages

## Standard brand package

**You're starting a business and you need a polished brand mark with direction on how to use it to get you off to a great start.**

**DISCOVERY:** Communicating with you to uncover your unique selling points, ideal customers, and future goals. Survey of the branding of related businesses. Presentation of visual examples for feedback to set a direction for your brand. This research phase sets the direction for the design work to come.

**LOGO:** The cornerstone of your company's visual identity. After completing research and establishing a direction with you, I'll refine ideas until I have the best 2-3 logo concepts to present to you. Your favourite solution will be selected and refined. Includes a final bundle of files suitable for every application, from print to web to promotional items and more, and unrestricted usage rights. A submark/profile image will also be provided for social media use.

**BRAND BOARD:** A sheet listing the specifications for the colours in your logo, used by print vendors and web developers to ensure your brand colours will match across different applications. Pantone, CMYK, RGB, and hexadecimal codes provided. The sheet also includes recommendations for brand fonts as well as keywords for digital use.

**£525**

## Premium brand package

**You're starting from scratch or rebranding. You need direction and a complete toolkit of visual and verbal elements for both print and digital marketing.**

**DISCOVERY:** Communicating with you to uncover your unique selling points, ideal customers, and future goals. Survey of the branding of related businesses. Presentation of visual examples for feedback to set a direction for your brand. This research phase sets the direction for the design work to come.

**LOGO:** The cornerstone of your company's visual identity. After completing research and establishing a direction with you, I'll sketch and refine ideas until I have the best 2-3 logo concepts to present to you. Your favorite solution will be selected and refined. Includes a final bundle of files suitable for every application, from print to web to promotional items and more, and unrestricted usage rights.

**TAGLINE:** A few words that convey a meaningful idea about your business.

**SOCIAL MEDIA:** With mobile usage outpacing desktop, creating a logo which is versatile and legible both in large and small format is essential in today's digital world. **INCLUDES:** Branded profile image and cover picture for up to 3 social channels (inc. LinkedIn, Twitter, Facebook).

**GRAPHIC ELEMENTS:** Graphic shapes, lines, custom patterns, or other elements that flesh out your brand's visual theme. Applied to a few mock applications to illustrate how they can be used.

**BRAND STYLE GUIDE:** A multi-page document that describes the elements of your brand and ensures consistent communications. It includes usage rules and specs for the logo, colour palette, typography, graphic elements, and messaging unique to your brand including keywords for digital use.

**£950**

As a creative branding & web design agency specialising in powerful branding experiences and crafting beautiful websites, we might be just what you've been looking for.

We serve small to medium-sized businesses and startups who need bigger picture thinking to shape their graphic design. We believe in doing only what's practical to get you to the next step. We value working quickly and efficiently, and want your investment in good design to start having an immediate impact. We believe we can help make your business more recognizable and admired.

**We could be a good match if:**

**A)** You're an entrepreneur launching a new business, and you need branding or a website that's impressive to investors and irresistible to customers.

**B)** Your organization has been successful for some time, and you've outgrown your existing corporate identity. It isn't a good fit anymore.

**C)** You've tried other graphic designers, but the quality of work or the communication was a struggle. It wasn't a good return for your money.

**Does one of those fit you? If so, let's create an awesome brand that engages your ideal clients and grows your business fast..**

## let's get started.

Give us a call, send a quick email, or find and message **@redcrabcreative** on social media to tell us about your project. We try to respond within one business day.

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