

logos & branding pricing guide



INDIGO PEAK

INDIGOPEAK.COM.AU

HELLO@INDIGOPEAK.COM.AU

CONTENTS

WELCOME	03
OUR MISSION	04
OUR VALUES	05
OUR PACKAGES	06
LOGO PACKAGE	07
LOGO & BRAND IDENTITY PACKAGE	08
LOGO & BRAND STRATEGY PACKAGE	10
ADDONS	14
NEXT STEPS	15
THANK YOU	16

welcome!

THANK YOU FOR TAKING THE TIME TO
DOWNLOAD OUR LOGOS & BRANDING
PRICE GUIDE.

We're excited to share our logo and branding packages, carefully designed to help your business stand out with clarity and impact. This guide is your resource to explore our creative solutions and transparent pricing, making it simple to find the right fit for your business.

Whether you're starting fresh or refining your existing identity, we're here to bring your vision to life with a professional and memorable brand presence. Inside, you'll find a clear breakdown of each package, ensuring you have the confidence to choose the option that best suits your goals.

Thank you for considering Indigo Peak as your partner in shaping a strong, distinctive brand identity.

Jennifer

Designer | Founder





our *misión**

At Indigo Peak, our mission is to help businesses thrive through thoughtful, strategic, and creative design. We blend intuition with strategy to deliver work that inspires confidence, builds connection, and drives meaningful results. By shaping brands with clarity, consistency, and style, we empower our clients to grow with purpose and stand out with impact.

our values*



CLARITY OVER COMPLEXITY

We believe in clear, purposeful design that cuts through the noise. Every pixel, word, and layout choice should make things easier to understand and more engaging.



COLLABORATION, ALWAYS

Great design starts with listening. We work closely with our clients to understand their goals, so we can turn their vision into something that truly works.



DESIGN THAT DELIVERS

Our focus isn't just on looking good, it's on getting results. We create strategic, high-impact design that helps your business grow and connect with the right audience.



our *packages* *

Our Logo & Brand Packages are designed to give your business a strong, memorable identity that blends strategy with style. From foundational logo design to complete brand systems, we create visuals that not only look polished but also communicate your values with clarity and consistency. Each package is tailored to help your brand stand out, connect with your audience, and grow with confidence.

logo

PACKAGE 01

Perfect for startups and small businesses getting off the ground.

Your logo is the face of your brand, it's often the first thing people see, and it sets the tone for how your business is remembered.

This package has been designed with startups and small businesses in mind, giving you a professional, versatile logo that helps you stand out and look credible from day one. Whether you're launching a new venture, rebranding an idea, or simply need a polished identity, this package delivers everything you need to start building your brand with confidence.

TIMEFRAME: 1 – 2 weeks

INVESTMENT: \$1,500



WHAT'S INCLUDED

- 01

LOGO DISCOVERY QUESTIONNAIRE

Before any design work begins, you'll complete a tailored questionnaire that captures the key information about your business along with your style preferences. This step ensures your logo not only looks great, but also reflects your business and the personality behind it.
- 02

2 LOGO CONCEPTS

You'll receive two unique logo concepts, carefully crafted based on your questionnaire responses and research into your industry. Each concept will explore a different creative direction, giving you the chance to see what resonates most with your business identity.
- 03

2 ROUNDS OF REVISIONS

Your input is vital. With two rounds of revisions included (fee for additional revisions), you'll have the opportunity to refine your chosen concept until it feels just right. We'll collaborate with you to tweak colours, typography, and layout so that the final design feels perfectly aligned with your business.
- 04

LOGO SUPPLIED IN MULTIPLE FORMATS

You'll receive your final logo in a full suite of file types, ready to use wherever you need it, from websites and social media to signage, merchandise, and print materials. We make sure you have high-resolution, vector, and web-friendly formats so you never have to worry about blurry or unusable files.
- 05

1 PAGE MOODBOARD

To support your new logo, you'll also get a concise moodboard that outlines your colour palette, typography choices, and visual direction. This handy one-page guide acts as the foundation for your brand's style, making it easier to stay consistent as you grow your business.

logo + brand identity

PACKAGE 02

For businesses ready to build a bold, cohesive brand.

A strong brand goes far beyond just a logo, it's the way your business shows up across every touchpoint.

This package is designed for businesses that are ready to take things to the next level with a professional, cohesive identity.

This package gives you more than just a logo, it gives you a complete, cohesive brand identity. From your colour palette to your business cards, you'll walk away with a polished toolkit of visuals and guidelines that help you look professional, build trust, and stand out from the competition.

TIMEFRAME: 2 – 3 weeks

INVESTMENT: \$3,000



WHAT'S INCLUDED

- 01

LOGO DISCOVERY QUESTIONNAIRE

We'll start with a detailed questionnaire to gather the key information about your business and your design preferences. This ensures your brand identity captures your personality, industry, and goals while setting the tone for every design decision that follows.
- 02

2 LOGO CONCEPTS

You'll receive two unique logo concepts designed around your style preferences and our industry research. Each one will give you a clear direction for your brand's identity, showing different ways your business could come to life visually
- 03

2 ROUNDS OF REVISIONS

Your chosen concept will be refined through two rounds of revisions. This collaborative stage ensures every detail feels right, from the colour palette and typography to layout and proportions, leaving you with a logo that feels timeless and professional. (fee for additional revisions)
- 04

LOGO SUPPLIED IN MULTIPLE FORMATS

You'll get your final logo in all the formats you need, high-resolution, vector, and web-ready files. From websites and social media to print materials and signage, you'll have the flexibility to use your logo anywhere without worrying about quality.
- 05

BRAND COLOUR PALETTE & COMBINATIONS

We'll create a tailored colour palette that goes beyond just one or two shades. You'll receive a set of primary and secondary colours with complementary combinations, making it easy to keep your brand consistent across all platforms.

logo + brand identity

PACKAGE 02

CONTINUED

- 06

TYPOGRAPHY SELECTIONS

Fonts play a huge role in your brand’s personality. You’ll receive a curated set of typography choices, usually a headline font, a body text font, and supporting options, that are versatile, professional, and designed to work harmoniously together.
- 07

EMAIL SIGNATURE

Keep your communications on-brand with a professional, custom designed email signature. This simple touch adds credibility to every message you send and helps build recognition with your clients and contacts.
- 08

BUSINESS CARD DESIGN

First impressions matter, and your business card is often the first piece of your brand someone will hold in their hands. You’ll receive a custom design that reflects your new brand identity and leaves a lasting impression.
- 09

TAGLINE DEVELOPMENT

Struggle to put your business into words? We’ll craft a clear, memorable tagline that sums up what you do and why it matters. This becomes a key part of your brand messaging and helps people quickly understand your value.
- 10

BRAND GUIDELINES

To tie it all together, you'll receive a set of easy-to-follow brand guidelines. These cover logo usage (placement, spacing, scale), colour palettes, typography, and overall visual direction. This guide ensures that no matter who creates your marketing, whether it's you, your team, or external partners, your brand always stays consistent and professional.

logo + brand strategy

PACKAGE 03

This is the full package, brand clarity, strategy, and standout design that works.

This package is built for ambitious, growing businesses who want more than a good-looking logo. It's for brands ready to lead, not follow.

With a blend of strategic thinking and high-impact design, we'll help you uncover what makes your business unique and turn that into a brand identity that's impossible to ignore. You'll come away with absolute clarity on your brand's direction and a full suite of visual and strategic tools that position you to grow with confidence.

TIMEFRAME: 4+ weeks

INVESTMENT: \$5,000



WHAT'S INCLUDED

- 01

IN-DEPTH LOGO & BRAND DISCOVERY QUESTIONNAIRE

We'll start with a comprehensive questionnaire designed to capture the details of your business, your design preferences, and the bigger picture of where you want to go. This process helps uncover your story and lays the foundation for both your brand strategy and design direction.
- 02

LOGO CONCEPTS BACKED BY RATIONALE

You'll receive two professionally crafted logo concepts, each supported by a clear rationale. We'll explain the thinking behind the designs so you can see how they connect to your business, your industry, and your goals.
- 03

2 ROUNDS OF REVISIONS

Your chosen concept will be refined through two rounds of revisions. This collaborative stage ensures every detail feels right, from the colour palette and typography to layout and proportions, leaving you with a logo that feels timeless and professional. (fee for additional revisions)
- 04

LOGO SUPPLIED IN MULTIPLE FORMATS

You'll receive your final logo in every format you'll need, including high-resolution, vector, and web-ready files. This ensures your logo always looks sharp and professional across print, digital, and promotional platforms.
- 05

ICONOGRAPHY

We'll create a set of custom icons that complement your logo and brand identity. These icons can be used on your website, presentations, or marketing materials to add personality and consistency.

logo + brand strategy

PACKAGE 03

CONTINUED

- 06

PATTERNS

Patterns or graphic elements will be developed as part of your brand toolkit, giving you flexible, branded assets to use across packaging, social media, and promotional designs.
- 07

SOCIAL MEDIA TILES

Your brand needs to shine online. You'll receive a collection of 6 customisable social media templates, designed to make your feed consistent, eye catching, and instantly recognisable.
- 08

BRAND COLOUR PALETTE & COMBINATIONS

We'll craft a full colour system, complete with primary, secondary, and accent colours, plus suggested combinations. This ensures you always have the right colours for any medium while maintaining consistency.
- 09

TYPOGRAPHY SELECTIONS

Fonts play a huge role in your brand's personality. You'll receive a curated set of typography choices, usually a headline font, a body text font, and supporting options, that are versatile, professional, and designed to work harmoniously together.
- 10

EMAIL SIGNATURE

First impressions matter, and your business card is often the first piece of your brand someone will hold in their hands. You'll receive a custom design that reflects your new brand identity and leaves a lasting impression.

logo + brand strategy

PACKAGE 03

CONTINUED

- 11

BUSINESS CARD DESIGN

First impressions matter, and your business card is often the first piece of your brand someone will hold in their hands. You'll receive a custom design that reflects your new brand identity and leaves a lasting impression.
- 12

TAGLINE DEVELOPMENT

Struggle to put your business into words? We'll craft a clear, memorable tagline that sums up what you do and why it matters. This becomes a key part of your brand messaging and helps people quickly understand your value.
- 13

IMAGE DIRECTION

We'll set guidelines for the style of imagery your brand should use, from photography style to editing treatments, so your visual identity is consistent across marketing channels.
- 15

MOCKUPS

To help you visualise your brand in action, you'll receive mockups showing your logo and designs applied to real-world examples like stationery, packaging, or signage.
- 16

BRAND GUIDELINES

A professional brand guidelines document will tie everything together. This includes rules for logo usage (placement, spacing, scale), colour palette, typography, imagery, icons, and patterns. With these guidelines, anyone who works with your brand will know exactly how to keep it consistent.

logo + brand strategy

PACKAGE 03

CONTINUED

- 17
- BRAND STRATEGY

This is where your brand truly comes to life beyond the visuals. You'll gain clarity and direction with a strategy that includes:

 - PURPOSE – Why your brand exists and what drives it.
 - MISSION – What you aim to achieve.
 - VISION – Where your brand is heading in the future.
 - TARGET AUDIENCE – A clear picture of who you're speaking to.
 - CORE VALUES – The beliefs and principles that guide your brand.
 - TONE OF VOICE – How your brand communicates and connects.
 - COMPETITOR ANALYSIS – Insights into how you compare and stand out in your market.
 - BRAND POSITIONING – Where your brand sits in the minds of your audience.
 - KEYWORDS – A bank of words and phrases that capture the essence of your brand and guide your messaging.

addons

OPTIONAL EXTRAS

Sometimes you don't need the full package, just those extra touches that take your brand to the next level.

That's where our addons come in. You can mix and match from the list below to customise your package, giving you the flexibility to create a brand identity that suits your business perfectly. Whether it's professional business cards, social media tiles, or a deeper dive into strategy, these optional extras let you build exactly what you need without committing to a larger package.

INVESTMENT: Contact us for a quote.

01	BUSINESS CARD DESIGN
02	EMAIL SIGNATURE
03	TAGLINE DEVELOPMENT
04	BRAND COLOUR PALETTE & COMBINATIONS
05	SOCIAL MEDIA TILES
06	MOCKUPS
07	IMAGE DIRECTION
08	ICONOGRAPHY
09	PATTERNS

NEXT STEPS

NEXT STEPS

01. GET IN TOUCH

Book a free discovery chat so we can learn more about your business and goals.
02. COMPLETE OUR QUESTIONNAIRE

Fill out our detailed brand questionnaire to give us the insights we need to design with purpose.
03. PROPOSAL & AGREEMENT

We'll prepare a tailored proposal and contract for your review.
04. SECURE YOUR PROJECT

Sign the contract and pay 50% deposit to lock in your project start date.
05. CREATIVE KICKOFF

We begin the design process, diving into research, concepts and creative development.
06. COLLABORATION & REFINEMENT

You'll receive concepts, provide feedback, and we'll refine until your logo/branding is perfect.
07. FINAL DELIVERY

Once the balance is paid, we'll deliver your full logo/branding package.

THANK YOU

THANK YOU

You've explored our Logo & Brand Packages, now it's time to bring your vision to life. At Indigo Peak, we make the process simple, collaborative, and enjoyable. Whether you're building a brand from the ground up or refreshing your identity, our team is here to guide you every step of the way.

Let's create a brand that reflects your values and sets you apart. Contact Indigo Peak today and take the first step toward a brand identity you'll be proud of.

Jennifer

Designer | Founder