



# BUILDING YOUR BRAND IDENTITY

**MacInnis Marketing Brand Package** is designed for small businesses looking to develop a new identity or refresh an existing one. This package includes: A Brand Strategy Session, the Development of a logo or logo refresh and a Style Guide

## BRAND STRATEGY

is a workshop with you to determine the key elements we need to consider when developing your brand identity.



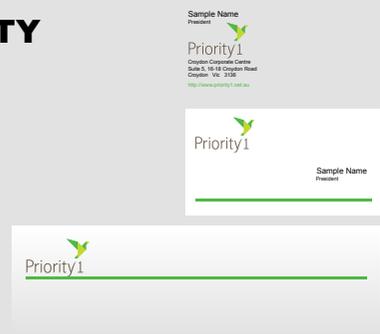
## YOUR BUSINESS LOGO AND NAME

We create a name and logo with our designers to capture your business's values, culture, goals and personality



## CORPORATE IDENTITY

The development of your business cards, letterhead and email signature is also developed as well other elements that are key to your identity.



## COMPREHENSIVE STYLE GUIDE

A Comprehensive style Guide is then completed on how to use your logo and identity to ensure consistent branding in all your communications. This includes images, colour palette fonts and full details of how to use them in different mediums.

