
BRAND DEVELOPMENT PACKAGES

Your brand and the **systems** behind it, built as one.

Every package starts with your brand messaging and ends with a brand you're proud to put in front of anyone.

AT A GLANCE

Foundation

Your brand, clearly defined.

\$2,500

4 TO 6 WEEKS

Front Stage

Your brand, built and ready to be seen.

\$5,000

6 TO 8 WEEKS

Full Stage **MOST POPULAR**

Your brand, everywhere your audience is.

\$7,500

8 TO 10 WEEKS

Enterprise

Custom solutions for organizations and teams.

Custom

SCOPED TO YOU

01 · DELIVERED IN 4 TO 6 WEEKS

Foundation

\$2,500

Your brand, clearly defined.

Brand Messaging

- Vision, mission, tagline, value proposition and unique selling proposition
- Brand voice guide: tone, personality, and words to use and avoid

Brand Assets

- Social media covers
- 3 Canva templates (3 sizes each)
- 30 days of social media post copy

Complete Brand Identity System

- Logo system: primary logo, secondary logo, monogram or icon, and seal or badge, in light and dark versions
- Color palette with hex codes
- Typography system for headlines, body text and labels
- Imagery direction: the photography style and mood that fits your brand
- Iconography set
- Graphic elements: patterns, rules and accents
- Sample promotional graphics that show your brand in action
- One-page brand identity guide that brings it all together

BACK END

Every package builds on Foundation. Front Stage and Full Stage include everything on this page.

02 · 6 TO 8 WEEKS

Front Stage

\$5,000

Your brand, built and ready to be seen.

Everything in Foundation, plus:

- 1-page, fully functional website
- CRM setup with a welcome email sequence
- CRM template
- 1 lead magnet with landing page, form setup, email follow-up sequence, and social media marketing materials and copy
- 60-day social media calendar with post copy
- 5 Canva templates (3 sizes each)

03 · 8 TO 10 WEEKS

MOST POPULAR

Full Stage

\$7,500

Your brand, everywhere your audience is.

Everything in Front Stage, plus:

- Full website, up to 7 pages (blog not included)
- 2 lead magnets with landing pages, form setup, email follow-up sequences, and social media marketing materials and copy
- 10 Canva templates (3 sizes each)
- 6-month email drip campaign
- Retractable banner or signage
- Branded mailer

04 · SCOPED TO YOU

Enterprise · Custom

Custom solutions for organizations and teams. Book a call to design a package around your needs.

BUILD ON ANY PACKAGE

Add-Ons

Website

FRONT STAGE AND FULL STAGE ONLY

Blog setup	\$499
Additional website pages	\$125 each
E-commerce setup	\$599
WordPress plugins	\$295 each
Google Analytics or Wordfence security plugin	\$50 each

Marketing and Media

Custom landing page with automation	\$599
YouTube channel or podcast setup	\$599
Media kit or annual report 8 pages; +\$35 per additional page	\$499
Speaker or business one-sheet Up to 3 pages	\$369
Custom brochure 4 pages; +\$25 per additional page	\$299

HOW IT WORKS

Terms

Deposit

A 50% deposit is required to begin. The balance is due on acceptance, before final files are delivered.

Timeline

Delivery timelines begin once your deposit and completed brand questionnaire are received.

Revisions

Every package includes 2 rounds of revisions throughout the project. Additional revision rounds are \$75 each.

Third-party costs

Printing, postage, domains, hosting, premium plugin licenses and software subscriptions are not included.

CRM setup

Completed in Kartra or on the platform you already use.

**BACK END
CONTENT**

Keep Your Brand Moving

When your package is complete, Back End Content keeps your brand showing up every week, from **\$349 a month**.

www.anitaclinton.com/content

You stay on the front stage. I build the back end.

Book a discovery call and we will pick the package that fits where your brand is headed.