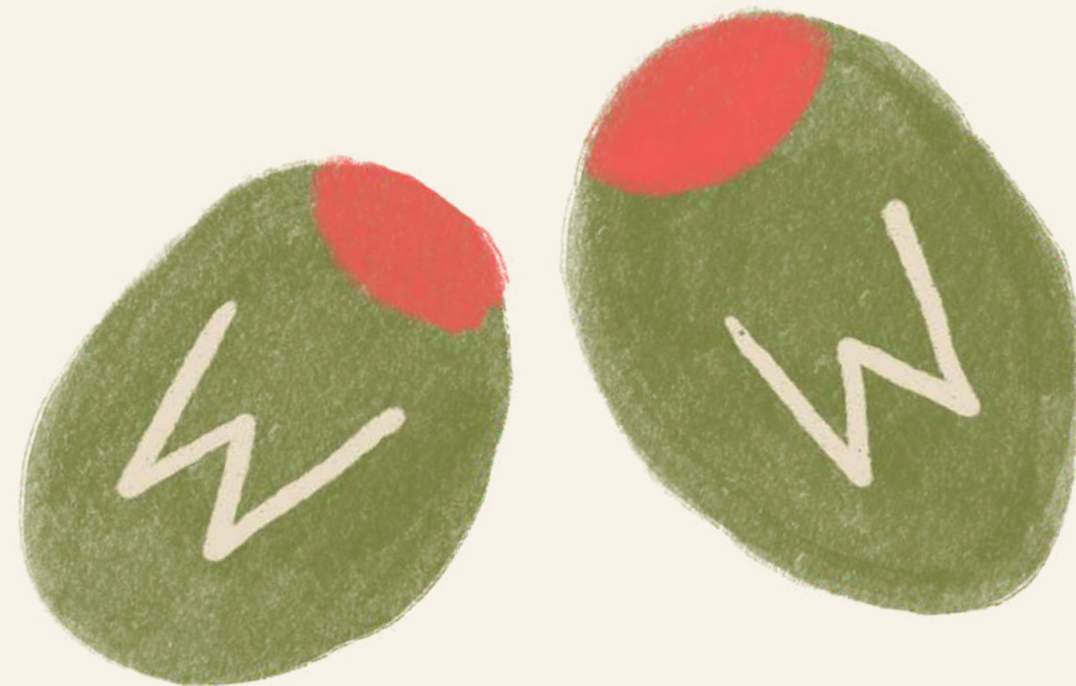


O'live & Write



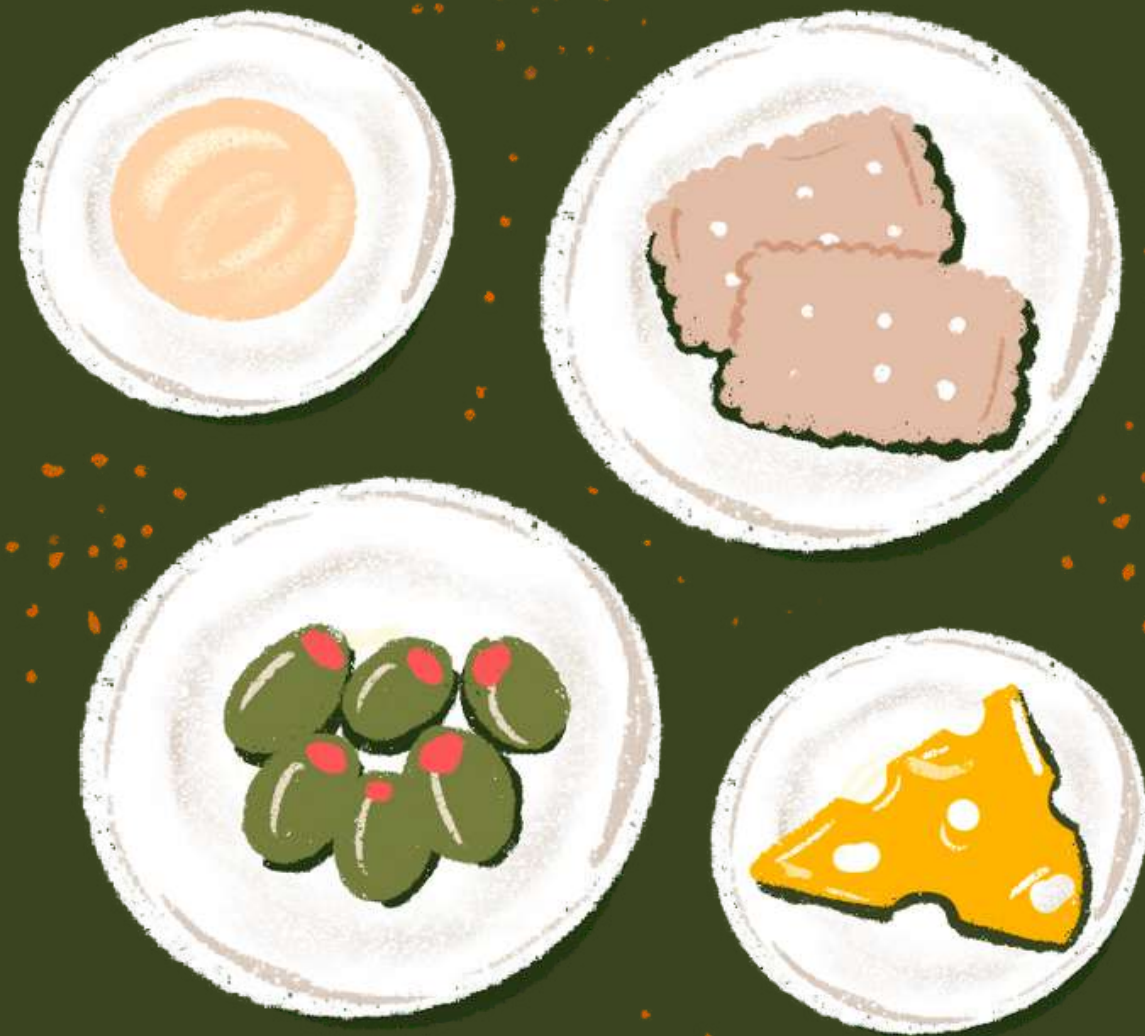
Build-Your-Brand

An all-you-need-to-know kit

Updated June 2021

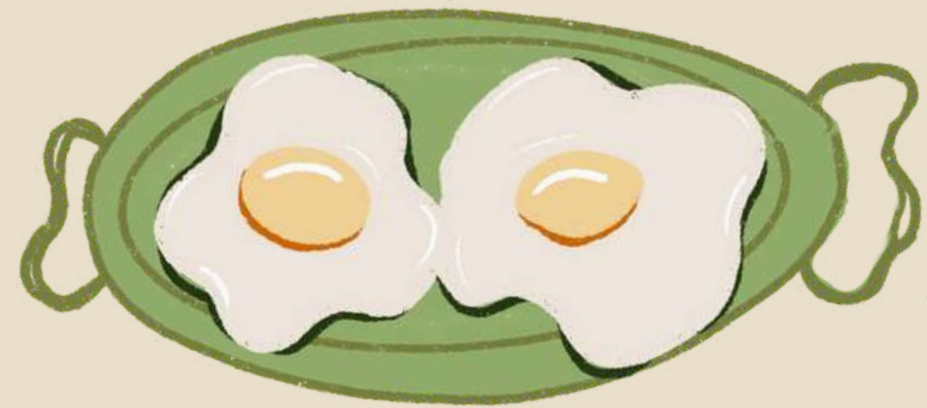
When it comes to branding,
we'll be exploring
*"What's cooking in
your soul"*.

- No pressure!
(really)



We'll cook up creativity, together.

Have a look at this process map:



Identity & incubation

1 week of discussing mood boards, references, likes, dislikes! Just like getting to know a person!



Creative Process

2 weeks or less for the creation process. Tweaks, leaks! Collaborative and fun :)



Finishing

Your brand and products are ready to meet the world, with little to no tweaking!

We'll brainstorm mood boards...



... and bring out your inner
word world *(brand voice)*

Affordable

Fun

Quirky

Vintage

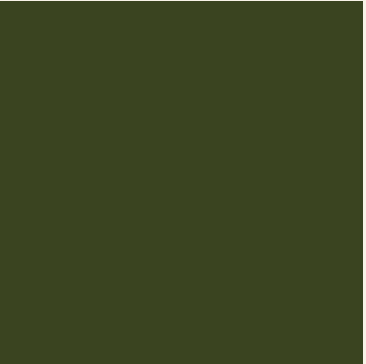
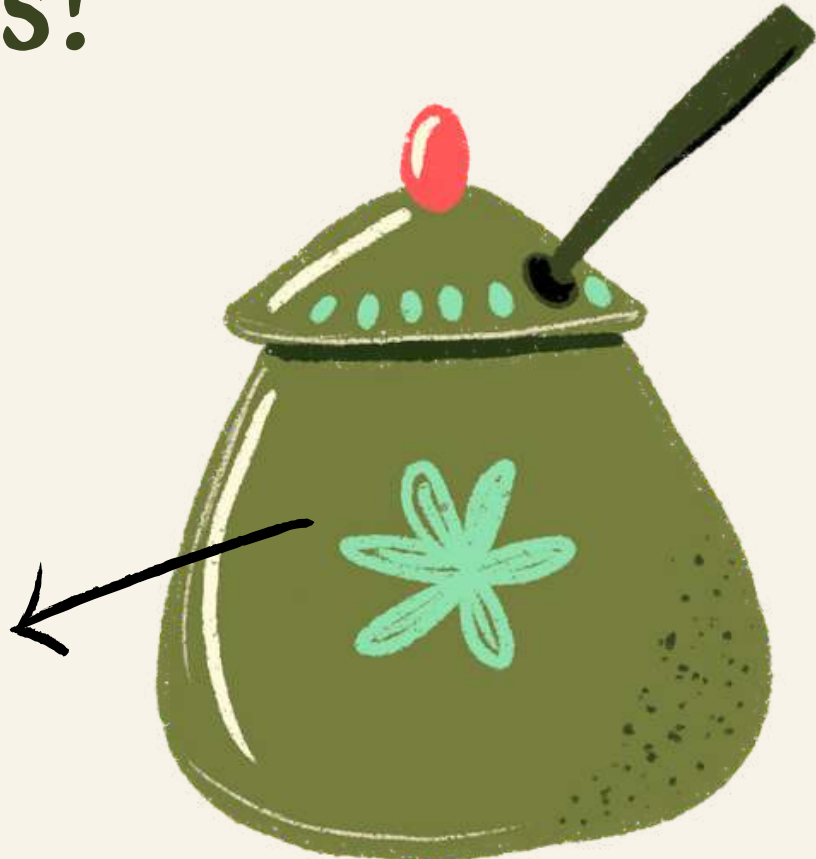
Witty

Friendly

Sincere

Once we've locked down the direction, we'll go into the ingredients room: We'll pick and choose your official & accent colours!

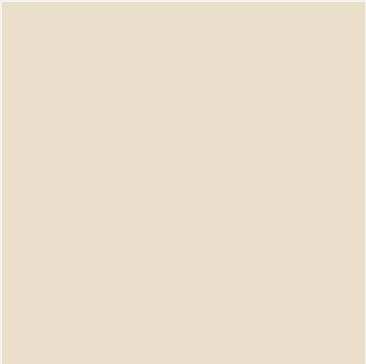
Our brand colours in action!



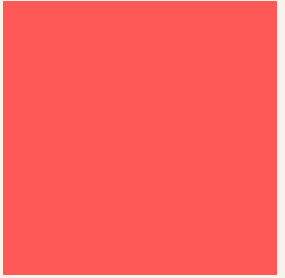
Seaweed



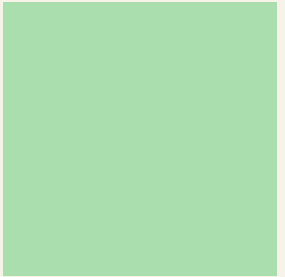
Olive



Cream Puff



Cherry on top



Key lime pie

*Then into the type-setting room to choose
the right fontfaces!*

Main font

I love green olives

Secondary font

I love green olives

Occasional font 1

I love green olives

Occasional font 2

I love green olives



Next, we'll deep dive into logos and create one that you'll be proud of.



Finally, the finishing touches.



Now, it's ready to leave your
coop and fly into the world.

Stationery Pack

(Pick & choose: there's more)

BRAND STARTUP KIT ESSENTIALS:

- Logo (Colour, typeface, Guidelines)
- Business Card Design
- Email sign off
- Sales & Services Kit
- Invoice design
- Letterhead design
- Email Direct Mailer template (EDM, e-newsletter)
- Pull-up Banner
- Social adaptations

\$1,500 (save \$300)

OR, JUST TICK WHAT YOU NEED:

- Logo (Colour, typeface, Guidelines) \$250
- Business Card Design \$300
- Email sign off \$50
- Sales & Services Kit \$500
- Invoice design \$150
- Letterhead design \$100
- Email Direct Mailer template (EDM, e-newsletter) \$150
- Pull-up Banner design \$500

SEPARATE SOCIAL MEDIA PACKAGE ADD-ON

- Content Creation (add-on) \$600
 - Instagram + FB socials set (8 posts + Highlights Covers)

JOHN DOE **INVOICE**
2021-024W

JOHN DOE PTE LTD
10 JOHN DOE ROAD, #07-09
JOHN DOE PLAZA
SINGAPORE (079903)

DATE: 31 MAY 2021
DUE: 30 JUNE 2021

PRICE	QTY	DESCRIPTION	TOTAL
2,000.00	1	FOR JOHN DOE BRANDING KIT	2,000.00
TOTAL:			2,000.00

DUE DATE: 30 JUNE 2021
BANK TRANSFER PAYABLE TO O'LIVE & WRITE
BANK NAME: DBS
ACCOUNT NUMBER: 8850-6500-4255-2455
THANK YOU!

Letter heads & invoices



Stickers

O'live & Write

Business Cards

... Email signature, Presentation slides

Grace Phua (文诗)

.com
.com
e
Write.

O'live & Write



One-time Social media setup

- Set up Facebook and Instagram
- Facebook Cover photo
- 6 complimentary posts to set the tone for your brand!
- *LinkedIn setup is charged separately



- It costs S\$2000* to build-your-brand + socials set-up

*It'll be cheaper if you want to opt out of certain offerings!



Thank you!

Ready to build your brand?

Drop Grace an email at grace@oliveandwrite.com or a text at +65 8923 5223