



# brand services **pricing**

**LET'S ROCK YOUR BRAND**

# HELLO!

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At Pixels Ink®, we don't create ordinary brands, we create brands that are strategic, have personality, purpose and confidence. We create brands that rock!

## WHO WE ARE >>

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Pixels Ink is a brand and graphic design studio based in the City of Discovery - Dundee, Scotland.

## WHAT WE DO >>

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We listen, we problem solve, we help, we nurture, and we do it all with the power of great design.

## The Team



## Col Gray

### HEAD HONCHO / ROCKER OF BRANDS

Col has 20+ years of brand and graphic design experience under his signature baseball cap and is a certified brand specialist, so it's safe to say that he really knows his stuff when it comes to brand and branding.

Strategic thinking, awesome logos and on-point design – he creates brands that are memorable and desirable.

Along with teaching people how to rock their brands, he's a bit of a geek, loves sci-fi and is a heavy metal fan!

Col also has a [YouTube channel](#) where he teaches brand and branding with his signature sign-off >> STAY CREATIVE.



## Caz Cusomano

**GRAPHIC DESIGNER**

Caz has worked with multiple agencies on a wide range of creative projects with 18 years experience in the design industry. From print and UI design through to video and TV advertising he has a wide range of skills and knowledge that bring brand identities to life.

Caz loves rock out alongside Col to produce show stopping brands that attract customers keep audiences engaged.

When he's not designing, Caz is huge fan of football and a guitarist with a passion for classic rock, hair metal and big riffs.

His blazing guitar solos keeps his creativity alive.



## Stewart Mcewan

**GRAPHIC DESIGNER**

Stewart is a passionate, curious and driven designer who loves to create beautiful identities which are true to their brand and resonate with customers.

Having worked with a wide range of clients from start-up businesses to international PLC's, Stewart has continued to refine his skills in designing creative and meaningful brand identities.

On his day off Stewart can usually be found watching his favourite NFL team, the Seattle Seahawks, chosen as his favourite based on their excellent logo he will happily stay up to the small hours just to watch the games live.



## Kayliegh Sweetman

**P.A. TO THE ROCKER OF BRANDS**

Kayliegh worked in retail for 6 years before finding her passion in administration and marketing, which has led her to studying Business Management in Marketing with the Open University.

A creative and detailed administrator, Kayliegh keeps the cogs running smoothly and puts the P in productivity. A maven of organisation, Kayliegh ensures goals are reached and deadlines are met, every time.

Out of hours, Kayliegh enjoys nothing more than going to festivals, reading comic books or watching live music in and around her hometown of Manchester!

# Our Services

**TO CREATE A SUCCESSFUL BRAND YOU NEED 3 KEY THINGS:**



## STRATEGY

You can't build a brand without a solid long term plan. Having worked with hundreds of clients we know what works and what doesn't for many industries.

We can help you to with buyer personae, brand positioning, content marketing and more.



## BRAND IDENTITY

The best business ideas, products and services can be let down by poor brand design.

We work from the ground up starting with your core values to build a brand identity that is solid and works to your strengths and your goals.



## MARKETING

Even with the best looking logo in the world, if you can't implement consistently into great marketing, it is useless.

We can create brand & marketing materials that show off your identity, service and/or product at their best.

**"Our re-brand has been one of the most powerful changes for us as an organisation and has drawn nothing but positive comment and engagement."**

**KIRSTY KEAY - CEO, VOLUNTEER DUNDEE**





**You didn't get**  
**into business to**  
**be ordinary.**

**We make brands**  
**extraordinary!**

"Using Pixels Ink for our re-branding has been an exceptional experience. The logo itself has seen a massive transition from an unidentified, misinterpreted cluttered mess to a prestigious vision of hallmark quality."

**CARA MACKAY - GILLIES & MACKAY**



# Example work

## OVER THE YEARS WE HAVE HELPED MANY BUSINESSES AND ORGANISATIONS TO LEVEL UP THEIR BRANDS.

### GILLIES & MACKAY >>

One of our biggest brand success stories was for timber building manufacturer Gillies & Mackay. Managing Director, Cara Mackay approached Pixels Ink with the task of re-branding her family business.

There was a huge gap in the business where their brand identity didn't match up the very high quality of their products.

After a full brand audit of existing materials, target audience and competitors we were able to create something more fitting of the brand.

We created a brand that spoke of heritage, quality and craftsmanship. One that would allow Gillies & Mackay to become a leader in their industry sector.

- View case study at [pixelsink.com](http://pixelsink.com)



#### BRAND CONSISTENCY

We created consistency in both print and digital output. A key factor in raising brand awareness with customers.



#### BETTER MARKETING

Promotion and marketing became much easier with a strong focussed message based on meaningful core brand values and company vision.

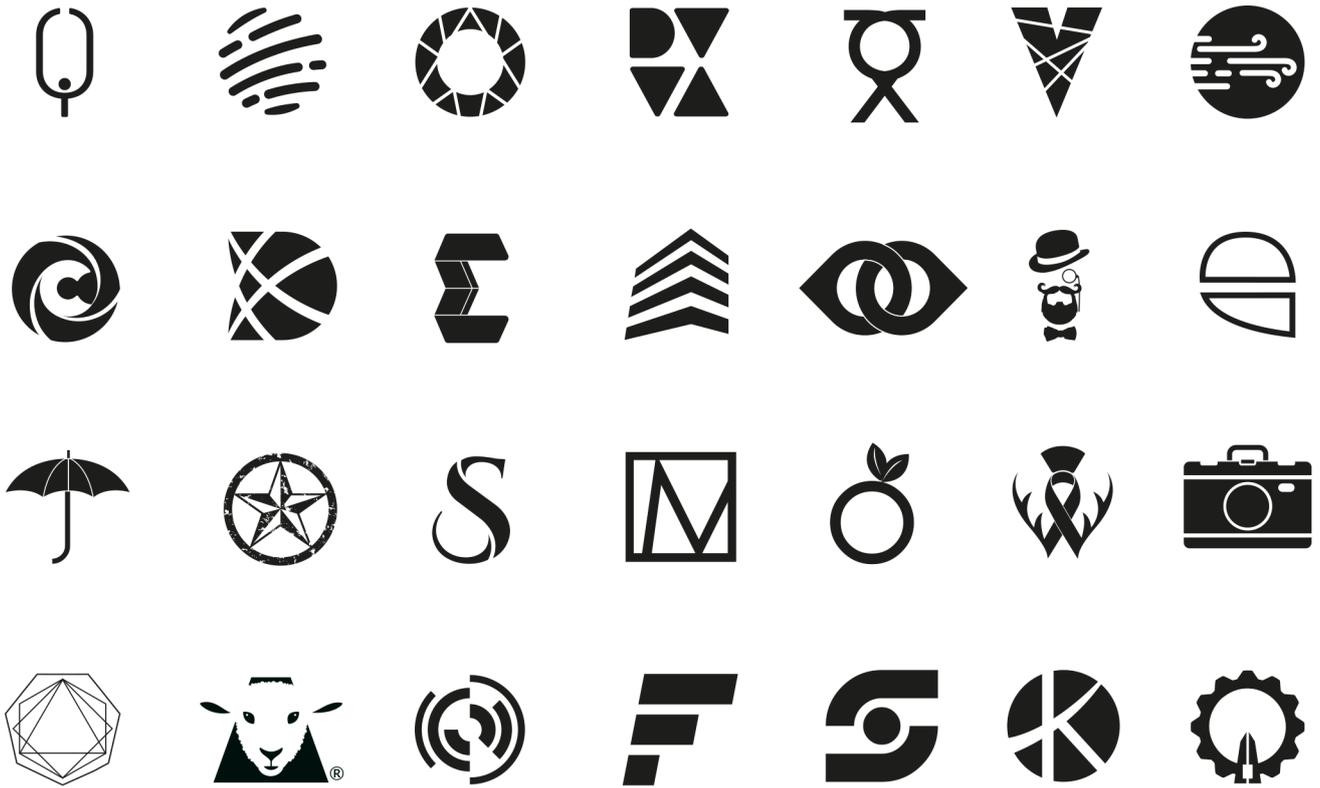


#### INCREASED SALES

With new a new sense of purpose and direction, sales targets were broken within the first financial quarter of the new brand being introduced and turnover grew from £400K to £2M over 5 years. This has also allowed the company to grow in staff numbers and capabilities.



LOGO MARK EXAMPLES >>



EVENBREAK >>

Evenbreak, work with disabled candidates and inclusive employers. They were the first job board of their kind in the UK. They achieved a lot in their first 6 years and made a name for themselves in the niche field they're in. But it was time to liven up their branding, whilst ensuring this still appealed to their two stakeholders - the candidates and the employers..

The existing marketing materials were cold and corporate and didn't reflect the personality and positivity of the people behind the brand.

We carried out a full day brand strategy workshop to kick things off and from there we created a whole new identity that was truly befitting the brand.

- [View case study at pixelsink.com](http://View case study at pixelsink.com)



# How we can help

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From our experience with businesses and organisations over the years, we have discovered that they usually fall into two groups.

The first group are brands that started quickly with a bootstrap method.

They didn't do any strategic brand work and created their visual identity on a small budget. As their brand grows, they are struggling to compete against competing brands that are more consistent with their messaging and branding.

The second group are either at the beginning of their brand journey or looking to rebrand and build strong foundations that will support and direct their efforts in the years ahead.

This group also contains brands who want to take a fresh look at things and a deep dive into their strategy and visual identity. They may feel that things have gotten stale and can be improved, or they

may want to expand their brand into new areas and make sure they approach things in the right way.

For this reason, we have developed two primary service options.

The first option covers the brand basics, what we believe are the minimal foundations for building a successful brand.

The second option is more comprehensive. We plan and develop a brand roadmap that encompasses all of the ingredients required to build a long-lasting and successful brand:

Brand Substance / Brand Archetypes / Customer Avatar / Tone of Voice / Core Message Framework / Naming, Taglines & Hooks / Story Framework / Brand Identity / Branding Assets



# Brand Foundations



This option gets the fundamental strategic brand components in place. In addition, it creates a professional visual identity—two crucial elements in brand building.

We start with a strategy workshop which can be an in-person or online session depending on logistics.

In this workshop, we will develop your brand core:

Purpose / Vision / Mission / Values / Positioning

We then create your brand identity, which includes your logo and other branding materials.



Rock Your Brand® with Pixels Ink®

# Strategy



## BRAND STRATEGY FUNDAMENTALS

Whether you are creating a new brand, re-branding or refreshing an existing brand, you must have fundamental elements in place before carrying out any design work or marketing exercises.

Compared to things like your logo or branding materials, your brand strategy is key to the growth of your brand. It helps keep your brand on a guided path. It is the basis for creating a personality that your target audience can connect with.

There are three core areas that we develop during the fundamentals workshop:

- » **Your purpose: The reason you exist beyond making money.**
- » **Vision & Mission: The goals of the brand and daily motivation.**
- » **Positioning & Differentiation: Why should people buy from / work with you?**

Having an excellent understanding of your target customer and your competitors is required for this workshop. You will receive a questionnaire to complete in advance that we will use to build a better picture of the landscape that your brand sits in, which will help us in the workshop sessions.

During the workshops, we will discuss, re-evaluate and clarify your:

- » **Brand Vision**
- » **Brand Mission**
- » **Brand Values**
- » **Brand Purpose**
- » **Brand Positioning**

## Location/Delivery

When it comes to delivering the strategy fundamentals workshop you have two options:

- If you are based in the UK, this can be an in-person at the Pixels Ink offices or your venue of choice\*
- A series of video call sessions using ZOOM\*\*.

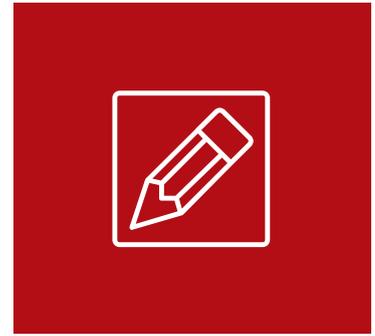
**Investment fee**

**£2980+VAT**

\*If you cannot come to Dundee to take the workshop and require Col to travel to your premises or venue of choice, there will be an additional fee to cover travel. If it is more than 60 miles from Dundee accommodation will also be required.

\*\*You will receive access to a recording of each session,

# Design



## BRAND IDENTITY - LOGO DESIGN

The list below has been developed over many years to include everything we believe is needed to create a successful logo design.

- » **Video session to discuss your brand's values, vision & goals\***

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- » **Brand audit if you are carrying out a rebrand\*\***

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- » **Research into your industry sector, competitors & target demographic**

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- » **Concept designs exploring logo solutions**

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- » **Regular video sessions to keep you involved at all stages**

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- » **Professionally crafted logo design**

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- » **Pantone, CMYK, RGB & HEX colour specifications**

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- » **Logo files supplied in vector & raster formats (AI, EPS, PDF, JPG, PNG, SVG)**

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- » **Logo guidelines: Outlining colour specifications, fonts, sizes and usage**

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- » **Mock-ups showing your new brand identity in use**

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- » **Copyright assignment of the logo to you**

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\*We would highly recommend that you undertake our brand strategy workshop if you are not 100% clear on your values, mission, goals and positioning.

\*\* If you are rebranding it is important to take the time to audit existing materials, marketing, customer base etc. The final investment fee will be dependent on the scope of the brand audit required.

**Investment fee**

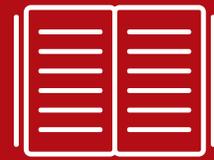
**£3980+VAT**

## Payment Information

A 25% non-refundable deposit is required to begin the work, with 3 further payments to be made at set milestones throughout the project. Workshop fees are to be paid fully in advance.

Your logo and other artwork files along with copyright assignment will be supplied after the final payment. If the project includes printing of materials, these will be sent to print once the balance and print fees have been paid.

# Design



## BRAND BOOK (OPTIONAL)

This is an expanded version of the logo guidelines manual which is included as part of our logo design service. The Brand Book gives a full visual rendering of how your brand should be presented across a variety of mediums as well as containing information on brand positioning, culture and values.

Brand Book contents example:\*

- » **Overview of your brand's purpose, vision, mission, values\*\***
- » **Positioning Statement\*\***
- » **Image style/photography stock images x4**
- » **Business card and letterhead design + print ready artwork**
- » **Social media graphics x4 (for the platform of your choice)**
- » **Brochure Layout - Cover & 2 page spreads**
- » **Flyer layout example**
- » **Website home page mockup**
- » **Signage examples x2**
- » **Advertising examples x2**
- » **Promotional Merchandising applications x4**
- » **Exhibition display examples x2**

**Investment fee from\***

**£1980+VAT**

\* If you require more examples than stated in the list or need us to provide fully editable templates we will be happy to discuss your requirements and provide an updated investment fee.

\*\* This will be included if you have chosen our brand foundations workshop as part of your project

# Design



## BRANDING MATERIALS (OPTIONAL)

We can also design branding materials for you that show off your new brand identity to its best.

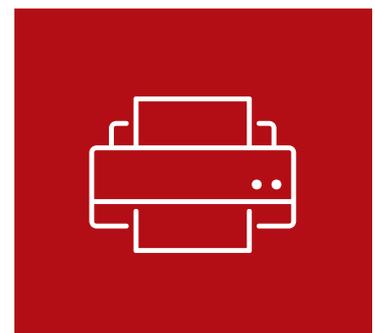
This is a small sample of the most common items that are required after a business has gone through the logo design process. If there is something you would like that is not on this list, please let us know and we can provide you with a quotation for that service.

»	<b>Business Cards / Loyalty Cards</b>	<b>from £90.00+VAT</b>
»	<b>Letterhead</b>	<b>from £90.00+ VAT</b>
»	<b>A-Size flyer</b>	<b>from £120.00+VAT</b>
»	<b>Poster</b>	<b>from £150.00+VAT</b>
»	<b>Exhibition Banner</b>	<b>from £150.00+VAT</b>
»	<b>Vehicle Graphics</b>	<b>from £240.00+VAT</b>
»	<b>Folded leaflet</b>	<b>from £240.00+VAT</b>
»	<b>Brochure</b>	<b>from £480.00+VAT</b>
»	<b>Social Media Graphics*</b>	<b>P.O.A</b>

\* As there are many different social media platforms which all have different size and layout requirements, pricing can be given when we know which platforms you require graphics for.

## PRINT SERVICES

If you require printing for your branding and marketing materials we can also handle that for you. We have strong trade connections with many of the UK's top commercial printers. We will be happy to provide you print quotations on request.



# Example timeline

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**BELOW YOU CAN SEE THE PROCESS BREAKDOWN OF A BRAND PROJECT INVOLVING THE BRAND FUNDAMENTALS WORKSHOP & LOGO DESIGN.**

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On average, a brand foundations & logo design project takes approximately 6-8 weeks to complete. If you would also like to include the Brand Book service the timescale will be approximately 12 weeks.



## BRAND STRATEGY SESSIONS

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STAGE 1



## RESEARCH INDUSTRY & COMPETITION

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STAGE 2



## CONCEPT DEVELOPMENT

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STAGE 3

### CONSULTATION, STRATEGY & RESEARCH

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This part of the brand design process looks at your brand's core values, goals, buyer persona, tone of voice, vision, and mission statements. We will also cover your target audience, competitors and industry sector.

All of the information gathering we do at this stage will be crucial for the rest of the brand identity design process.

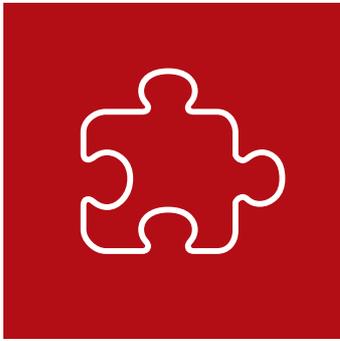
### CONCEPT DEVELOPMENT

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We take all of the information we have learned from the discovery sessions and get down to creating logo design concepts. This information helps rule out design paths and solidify ideas worth exploring visually as a potential logo design.

There will be constant contact with you during this process, with the possibility of a few rounds of revisions to tweak the concept designs.



### BRAND VALUES

Core values communicate what you believe as a company and how you are working toward your brand vision. This is your company's WHY.

### BRAND VISION

A brand vision is a statement about the future your brand. A goal that you may never reach but makes a statement about your passions.

### BRAND MISSION

A statement outlining what your company does, who it serves and the outcomes that it wants to achieve.



### CREATE LOGO DESIGN



### LOGO / BRAND GUIDELINES



### CREATION OF BRAND ASSETS

#### STAGE 4



#### STAGE 5



#### STAGE 6

#### LOGO DESIGN & GUIDELINES



Once the concept is approved, we will create the logo and finalise the colour palette and typography.

Your logo needs to be displayed consistently across all mediums. Therefore, we will provide you with a logo guidelines document that details colour, fonts, sizes & spacing—ensuring that your logo is displayed correctly.

#### BRAND GUIDELINES (BRAND BOOK)



Your Brand Book is a comprehensive guide of how your brand must be presented and experienced, including directions on the tone of voice and examples of how to communicate with the different customer persona.

Brand assets include marketing materials, web pages, signage, social media graphics, photography, advertisements, etc.

The Brand Book is supplied in print and PDF format.

# Full Brand Strategy



## STAGE 1: THE BRAND INTENSIVE

With this option, the strategic brand work is more comprehensive.

Using our Brand Intensive process, the first step to creating and developing a brand roadmap; we will look at your existing brand landscape, including existing and /or potential competitors

**“It was an amazing use of our time and a mark of Col’s incredible abilities that he managed to draw out our key values and ethos during his conversations with us.”**

**JANE HATTON  
OWNER, EVENBREAK**

and target audience. We use the results of this process to analyse gaps and insights which allows us to create your personalised brand roadmap.

Using the roadmap we will create:

- Your brand substance which consists of your purpose, values, mission & vision.
- Your brand positioning strategy statement,
- Brand archetypes that we will use to build a persona for your brand so that we can communicate in a way that resonates with your ideal customer.
- Core message framework to communicate your difference to your audience.
- A story framework that will help you to generate ideas for delivering content.
- A visual identity and brand presence that communicates all of the strategic elements above that will engage with your ideal customers.

We can't give an exact fee to implement the roadmap at this stage. This will only be known after the Brand Intensive work.

We can say that the investment for previous brand projects, was in the range of £15,000 - £20,000. This can be lower or higher depending on the scope of the roadmap work.

## BRAND INTENSIVE OVERVIEW

Therefore, I involve you in this section to understand your business from your point of view and what your big picture is.

For this, I will ask you to complete a questionnaire. It is a starting point for me to gather information about your future brand.

I will then research your audience, your competitors and your market landscape to create an accurate strategic roadmap for your brand.

The primary benefit of creating the roadmap is that it sets out the best direction for your brand, taking your business's unique set of circumstances into account.

It gives you absolute clarity for the direction you will be going with your brand, and the transparency in the quote to make it happen.

The following section is the live Brand Intensive, a video call and presentation of the roadmap, which usually takes from an hour to an hour and a half to get through.

**FACT:** We as humans remember stories 22 times more than simple fact sharing because the information is processed in an older part of the brain.

**MISCONCEPTION:** Your brand story is about where your founders have come from, why they created the brand and where it's going.

**ACTION:** Tell emotional stories to help customers align with your brand.

I will take you through each section of the roadmap. Outlining the brand requirements, what is needed, why it is required and how we will get there.

The roadmap will execute your brand substance (purpose, values, mission, vision), positioning, and brand archetypes to develop a human personality, voice, and language. We will also identify and build your brand differentiation strategy and distinctiveness and craft a story framework that will help you generate ideas for delivering content.

There's a reason I call this the intensive; it's because we get through a considerable amount of information in this session.

When it's finished, you'll have a clear and high-level understanding of your brand and overall brand strategy. And more importantly, you'll have a complete roadmap laid out in front of you.

At the end of the brand intensive, I provide you with a full report that outlines the strategic roadmap and a fully transparent quote to executing it.

There's absolutely no obligation to push ahead with the quote. If you wanted to, you could take the strategic roadmap and either execute it yourself or give it to someone else to complete it for you.

So, a vast amount of work goes into the brand intensive, and a tremendous amount of value comes out of it.

I've intentionally under-priced it based on the value that I know you'll get. So it should be at least double, but I am confident you'll get everything you need from it to work with me further to implement the roadmap.

This process is for those serious about their brand building and who want to build something based on qualified research and data gathering. Not just a pretty looking logo.

If this sounds like the sort of process you want, and you'd like to learn more, let's talk.

**Brand Intensive  
investment fee**

**£995+VAT**

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BRAND & DESIGN



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stay  
**creative.**