



**THE
DESIGN
PACKAGES**



Boldly Simple: Elevating Your Brand Identity with Creative Clarity





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WHAT TO EXPECT?

You can expect a newly designed brand created with strategic design, typographical explorations, and eye-catching colors. Every package starts with strategy and research to ensure a seamless transition to the design solutions for your business. If you need creative direction, you have come to the right place.



ABOUT ME.

Hey there! I'm Kevin, a designer based in Arizona. From a very young age, I've been driven by curiosity and creativity, which has allowed me to explore and develop skills that help me solve problems - something I excel at.

A few fun facts about me: my favorite color is green, and I'm a big fan of plants and the constantly evolving world of technology. My design style can be defined as vivid minimalism, with color palettes that pop. I strive to create approachable and professional designs.

My mission is to help businesses, both established and emerging, achieve their full potential through creative and innovative design solutions that reflect their unique identity and values, fostering trust and loyalty with their customers.



MY PROCESS

1. LET'S BE STRATEGIC

Once you've reserved your spot, we'll kindly request that you complete an in-depth questionnaire so we can better understand you and your business. Then, we'll work together in a strategy session to dive deeper into your brand. After that, we'll create a brand strategy and a mood board presentation and send them to you for review to make sure we're hitting the mark with your branding.

2. BRAND IDENTITY

Once you approve the mood board and brand strategy presentation, we can dive right into creating your ideal brand. We'll create a brand presentation and send it your way, so you can see your new brand identity come to life!

3. BRAND TOUCHPOINTS

It's time to bring your brand to life. After all, once we've nailed the branding, we can design the touchpoints and extras that really make it shine. Think social media templates, packaging, business cards - you name it! This is where things start to get exciting because your brand really starts to come together

4. TIME TO LAUNCH

Great news! Once you're satisfied with everything, we'll package all the files and send them your way, ready for your exciting launch! You'll also receive a brand guidelines document that will be your go-to guide for using your brand identity properly. And remember, we're always here if you need anything in the future or any help with your launch.



DREAM
BIG.



DON'T JUST LISTEN TO US

“

My workers and I are delighted with the new brand identity Kevin has designed for us; our old brand was lacking as it was mainly our logo, but Kevin found a way to develop an entirely new identity that speaks our mission and stands out to the local competition.

I'm incredibly satisfied with Kevin's work. He does his best to exemplify what you're asking for. He's quick, responsive, and produces quality work. I get complimented on this logo all the time.

”



BRANDING FOR BURS CONSTRUCTION

BURS Construction Corp. is a construction company in Tucson, Arizona, that needed a brand new identity; this project deliverable includes a new brand package with business cards, business print materials like an editable letterhead, invoice, and estimate forms. Furthermore, vehicle mockups, website, and future digital app interface ideas were designed. Employees now have business shirts and personalized business cards.

DELIVERABLES

The components that were delivered in this package:

- PRIMARY LOGO
- SECONDARY LOGO
- COLOR PALETTE
- WEBSITE DESIGN
- PRINT COLLATERAL
- VEHICLE DESIGN

BRANDING FOR TACOS LA TOXICA

Tacos La Toxica is a Latino-owned business that serves street tacos for people of all ages. The business caters to all kinds of events, big or small, and is recognized by the well-known name "Toxica," which literally means "toxic."

Melissa, the brand owner, founded Tacos La Toxica with the vision of opening a taco truck/restaurant soon. The brand focuses on creating delicious, spicy, and fun tacos that bring joy to street taco culture and satisfy customers. As La Toxica would say, "Al Estilo Mio!" - making sure that not only do the tacos stand up to local competitors but also leave customers craving for more.

DELIVERABLES

The components that were delivered in this package:

- PRIMARY LOGO
- BUSINESS CARD
- SECONDARY LOGO
- BRAND PATTERN
- COLOR PALETTE
- BRAND STICKERS



FOR STARTERS.

- Brand Strategy Discovery Session

- Moodboard & Creative Direction

- Color Palette

- Typography Pairing

- Primary, Secondary Logo

- Submark Logo

- Photography Direction

- Brand Identity Presentation

- Offboarding Kit + Final Files

The starter package is just what you need if you're starting out or simply want to refresh your brand. It covers all your basic branding needs, so you don't have to worry about a thing. Let us take care of it for you!

PROJECT TIMEFRAME: 4-5 WEEKS

ALL THE MAGIC.

- All of Brand Package 01
- Brand Positioning
- Full Logo Suite
- Brand Pattern
- 2 choices from the design extras
- Any extras discussed we discussed about.

In addition to the fundamental basics of a brand identity, this package goes further by creating brand extensions. It includes an in-depth brand positioning, full logo suite, brand pattern, and two design extras. How cool is that?

PROJECT TIMEFRAME: 7-9 WEEKS

DESIGN EXTRAS.

Our prices vary depending on the brand, as well as the scope of the project and the design style. Rest assured, we will craft the ideal package to meet all of your business needs with confidence.

PRINT

- Business Card
- Menu
- Thank You Card
- Brochure Design
- Business Collateral
- Brand Pattern
- Event Branding
- Signnage Ideas
- Envelopes

SOCIAL

- Instagram Post Templates
- Instagram Story Templates
- Instagram Highlight Covers
- Facebook Banner

PRODUCT

- Packaging Design
- Social Media Graphics & Templates
- Stationery Designs

PACKAGING

- Shipping Box
- Product Packaging
- Mailer Bag

Can't find what you're after? Let us know and we can discuss your request. A quote will be provided once we've discussed your requirements in more depth.

QUESTIONS.

What happens if i don't like the design?

We provide a detailed and concise process to eliminate any uncertainties with the design solutions. We assure you that you will love the designs we provide.

Response time?

In addition to prompt email responses, your project will be managed through your client portal, which allows for easy access to project progress and any new updates related to you. You will also receive email notifications as soon as updates become available.

How many revisions do i get?

You needn't worry, as each project stage includes a minimum of two revisions. This process guarantees optimal designs before any modifications are made. It's highly unlikely that additional revisions will be necessary, but if they are, they may incur an additional cost.

How do we communicate?

We will communicate via email, video calls, and your client portal. The portal contains all project progress and updates.

Project Timeframe?

Project timeframes may vary depending on the scope of the project and design style. However, they typically range from 4-5 weeks or 7-9 weeks.

What deliverables and files will i receive?

You will receive everything your business needs, including AI, EPS, PDF, PNG, and JPEG files, along with any additional items listed in the brand package you choose.

Do you offer a payment plan?

Yes, I do. A 50% deposit is required upon booking to reserve your slot, and the remaining payment will be accepted once the package is complete.

What if i need to pause the project?

The 50% deposit is required to secure your slot. This enables you to pause the project until you are ready to continue. However, it is highly recommended to continue with the project to ensure seamless design.

How is payment taken?

Payment can be made through applications such as Cashapp or Zelle. However, we also accept mailed checks or other payment applications like QuickBooks.

WHAT'S NEXT?

If you're interested in working together, head over to the enquiry form on my website and we can have a chat.

If you have any questions, don't hesitate to pop me an email at contact@kevingrijalva.com

I can't wait to hear from you!

