



THE DIGITAL BUTLER

BRANDING PACKAGES

BRANDING

Create a Cohesive Brand Identity That Will Attract Your Ideal Clients

Building a brand identity that stands out and supports your business goals is an important investment. Our team has a proven track record of elevating brands across various industries. From brand launches for start-ups to rebranding 30 year old businesses - our approach is strategic and results-driven, ensuring that your brand stands out and appropriately represents your business.

**A BRAND IDENTITY IS
MORE THAN JUST A
LOGO. THE GOAL IS TO
HAVE AN OWNABLE
BRAND THAT IS
PROFESSIONAL,
RECOGNIZABLE AND
AUTHENTIC.**



OUR PROCESS

A Process Designed To Guide You Through The Project With Ease

As a full-service agency, our team takes a comprehensive approach to the development of your brand identity. With fair project-based pricing, we ensure you are equipped with every asset you need to effectively market and promote your business in today's digital and physical environments. Our process is clear, professional, and consistent.

DISCOVERY

DEVELOPMENT

DELIVERY

DISCOVERY

Our Process: Phase I

We begin by working with you to collect information about your business, your aesthetic preferences, and other information that is unique to your brand.

1 | DISCOVERY

We will send you our comprehensive design questionnaire to learn about your business, mission, goals, and your desired client or consumer.

2 | WE DIVE IN

We review your completed questionnaire, any additional information you've provided, then research your competitive landscape and your target audience/client or consumer. With this information, we will create the foundation for your custom branding.

DEVELOPMENT

Our Process: Phase II

Once we have a clear understanding of your business and preferences, we begin developing several concept groups for your main logo design. We further define these through 2-3 rounds of iteration in which we collect your feedback. At the end of this phase, we will have worked together to develop and finalize a logo that best represents your brand and business goals.

3 | LOGO DESIGN

We deliver 2-3 initial logo concepts groups with with use cases for both physical and digital deliverables. We will then work with your feedback and tweak until it's absolutely perfect.

4 | BRAND DESIGN

Next, we nail down your secondary logo, submark and watermark, as well as your typography, color palette, and patterns/textures. These are the elements that give your brand personality and really make it come to life.

5 | BRAND COLLATERAL

Once your primary branding is in place, we develop any additional brand collateral add-ons, and you have two revisions to make sure they are perfect.

6 | SOCIAL MEDIA GRAPHICS

We will create platform specific customizable toolkits. These assets will align with your brand colors, fonts, patterns/textures, logos and logo marks allowing for easy text changes as necessary.

DELIVERY

Our Process: Phase III

After we finalize all assets, we package and render everything for delivery. This includes all file formats you will need for any application (from printing physical goods to digital applications). For our Branding Packages we will also finalize your Brand Identity Guide and other brand assets for delivery.

7 | BRAND LAUNCH

Once we have received your approval on your assets, all final logo and collateral files will be delivered in organized folders via Dropbox, and you are ready to debut your new brand to the world.

WHAT WE OFFER

We Offer Brand Packages That Adapt To Your Needs

BASE LOGO

BRAND LAUNCH

BRANDING+

PACKAGE 1: **BASE LOGO**

The Face of Your Brand

The Base Logo Package is ideal for businesses that have a clear brand vision. Their primary need is for a logo and corresponding assets.

WHAT'S INCLUDED

- Initial Consultation and comprehensive questionnaire
- Primary Logo Design
- Custom Color Palette
- 2 fonts custom selected for your brand
- Alternate Logo and Submark/Watermark

FINAL DELIVERABLES:

- All logos in color, black, and white (JPG, PNG, EPS)
- High-res, print-ready AI and PDF files
- All digital files delivered via Dropbox download

TIMELINE:

3-6 WEEKS



UPAIA MUSHROOMS (New York)

PACKAGE 2: **BRAND LAUNCH**

Image Is Everything: Take Control of Yours

The Brand Launch Package is optimal for businesses who's goal is to evolve their brand or rebrand and require assets in addition to a full logo.

WHAT'S INCLUDED

- Everything from **Base Logo Package**, plus
- 2-3 fonts custom selected for your brand
- Multiple Alternate Logos and Submarks/Watermarks
- Favicon
- Business Card Design
- Brand Identity Guide

FINAL DELIVERABLES:

- All logos in color, black, and white (JPG, PNG, EPS)
- High-res, print-ready AI and PDF files
- Brand Identity Guide PDF Booklet
- All digital files delivered via Dropbox download

TIMELINE:

6-8 WEEKS



I THINK SHE IS (Miami)

PACKAGE 3: **BRANDING+**

Expert Strategic Guidance For Your Brand

The Branding+ Package is designed for businesses who want to create a brand reinforced with strategies that will maximize the effectiveness of their newly created assets.

WHAT'S INCLUDED

- Everything from the **Brand Launch Package**, plus
- Our facilitated **Brand Sprint** session that digs into the core of what makes your business unique, detailed brand/design preferences, define your competitive landscape, and determine how to position yourself in the market to drive customer engagement and loyalty.
- Company Letterhead, Brochure, and additional custom graphics
- Social Media Package with Custom Graphics
- Logo Animation
- Customizable Canva, Photoshop, or Illustrator Templates
- Brand and Social Media Marketing Strategies

FINAL LOGO DELIVERABLES:

- Everything from the **Brand Launch Package**, plus
- *Brand Sprint Booklet*
- Logo Animation Video MP4
- Customized Templates
- Branding/Marketing Strategic Plan

TIMELINE:

7-10 WEEKS



AMPTstudio.

The background features a repeating pattern of two types of icons: a bowtie and an envelope. The bowties are arranged in a grid, and the envelopes are arranged in a grid, alternating with the bowties. The icons are a light blue color, matching the text below.

CLIENT EXAMPLES

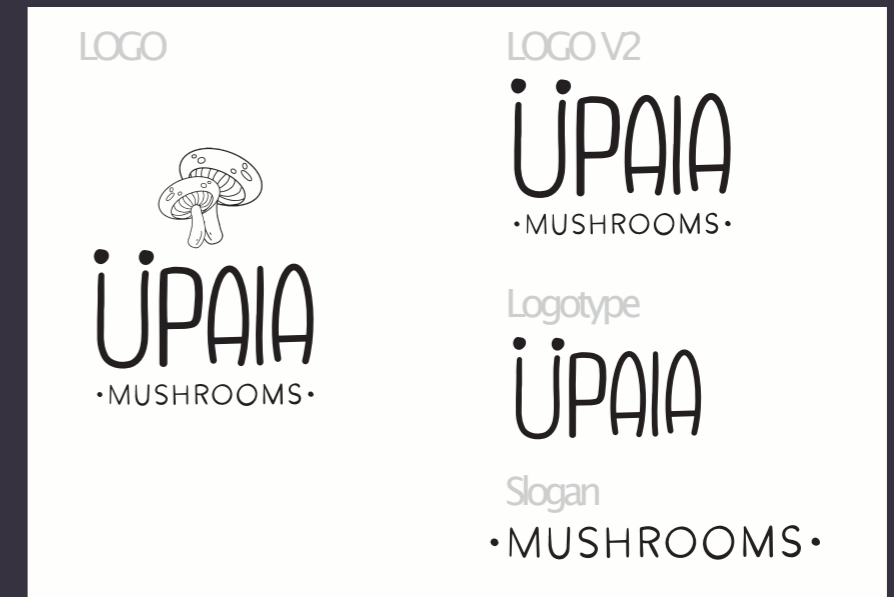
EXAMPLE 1: BASE LOGO

UPAIA MUSHROOMS (New York)

The Face of Your Brand

CONCEPT ROUND

SECOND ROUND



FINAL LOGO



EXAMPLE 2: BRAND LAUNCH

A Logo That Clearly Tells Your Story

I THINK SHE IS (Miami)

CONCEPT ROUND



SECOND ROUND



FINAL LOGO



EXAMPLE: BRAND IDENTITY GUIDE

A Visual Guide To Consistently Representing Your Business

I THINK SHE IS (Miami)

BRAND IDENTITY GUIDE



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i think she is BRAND GUIDELINES

INTRODUCTION



itsi

"I think she is" is a space where you can enjoy Specialty Coffee while you let your mind be creative.

Coffee - Art - Studio

EXAMPLE: BRAND IDENTITY GUIDE

Consistent Usage of Your Assets Builds Reputation

I THINK SHE IS (Miami)

USAGE GUIDE/ BRAND ELEMENTS

LOGO
MAIN LOGO:

This is our primary logo. It is the sum of the logotype, the emblem, and the slogan.



i think she is
Coffee - Art - Studio

i think she is BRAND GUIDELINES 05

USAGE
THE GENERAL RULES ARE FAIRLY SIMPLE:

Don't create new versions of the logo.

Don't change logo Proportions.

Don't tilt the logo.



i think she is BRAND GUIDELINES 06

USAGE
HOW TO USE YOUR LOGO

The logo was designed so that it can be taken apart and each part used as individual items:

logo V2 (no emblem)
logotype
slogan



i think she is BRAND GUIDELINES 07

COLOR
DO'S AND DON'T'S

Follow these guides for usage of color on your logo.

Don't use different colors for each element.

Don't place the Logo on similar background.

Don't put cream over white, you can't see it.



i think she is BRAND GUIDELINES 08

EMBLEM
EMBLEM & INSIGNIA:

The emblem represents the stroke from a hot coffee. It is part of our main logo, it was designed to stand alone.

The insignia is an abbreviation of the logo "i think she is" it was designed as a way to create an association with the brand.



i think she is BRAND GUIDELINES 09

USAGE
THE GENERAL RULES ARE FAIRLY SIMPLE:

Don't create new versions of the emblem.

Don't change emblem Proportions.

Don't tilt the emblem.



i think she is BRAND GUIDELINES 10

USAGE
HOW TO USE YOUR INSIGNIA

The Insignia was designed as an abbreviation of the name itself this and the main I are the only pieces that should be used.



i think she is BRAND GUIDELINES 11

COLOR
DO'S AND DON'T'S

Follow these guides for usage of color on your emblem/insignia.

Don't use brown/copper and yellow together.

Don't change one color of the insignia/emblem.

Don't put cream over white, you can't see it.



i think she is BRAND GUIDELINES 12

EXAMPLE: BRAND IDENTITY GUIDE

A Color Palette That Stands Out To Your Client

I THINK SHE IS (Miami)

CUSTOM COLOR PALETTE

PALETTE

MAIN COLOR:

Your main colors are your brands identity col



HEX #ffffae5	HEX #8a6656	HEX #ffffff	HEX #f2c932	HEX #121c35
RGB 255 250 229	RGB 138 102 86	RGB 255 255 255	RGB 242 201 50	RGB 18 28 53
HSV 48 10 100	HSV 18 38 54	HSV 0 0 100	HSV 47 79 95	HSV 223 66 21
CMYK 0 2 10 0	CMYK 0 26 38 46	CMYK 0 0 0 0	CMYK 0 17 79 5	CMYK 0 47 0 79
PANTONE P 1-2 U	PANTONE 7594 UP		PANTONE 13-0752 TGP	PANTONE 20-0142 TPM

PALETTE

MAIN COLOR:

Main Colors used in the space



SEASONAL

HOW TO USE SEASONCOLORS

These exist to be used as accents in the spacem social etc. Ideally on used on products, menus, fotos, cups etc. Every certain months these change



HEX #695d6f	HEX #98cfcc	HEX #ea8e8a
RGB 105 93 111	RGB 152 207 204	RGB 234 142 138
HSV 280 16 44	HSV 177 27 81	HSV 2 41 92
CMYK 0 2 10 0	CMYK 27 0 119	CMYK 0 29 41 8



EXAMPLE: BRAND IDENTITY GUIDE

Defined Brand Fonts Drive Recognition

I THINK SHE IS (Miami)

CUSTOM SELECTED BRAND FONTS

FONTS
FONT INFO:
There are two main fonts we will be using:
Silver South Script

Silver South Script Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**the files of the fonts can be found on the main drive with the assets.

i think she is BRAND GUIDELINES 20

FONTS
FONT INFO:
There are two main fonts we will be using:
Recoleta

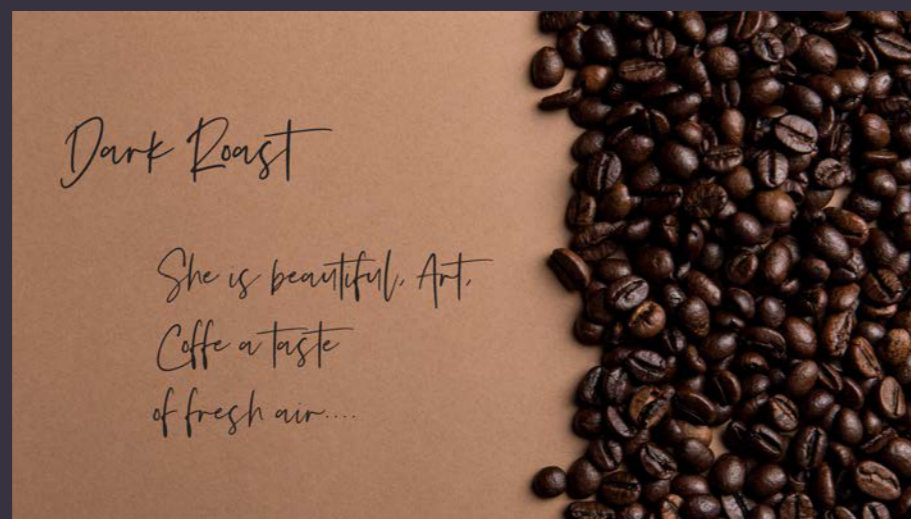
RECOLETA BLACK
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Recoleta

RECOLETA THIN
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

**the files of the fonts can be found on the main drive with the assets.

i think she is BRAND GUIDELINES 18



EXAMPLE: BRAND IDENTITY GUIDE


Brand Elements That Spice Up Your Marketing

I THINK SHE IS (Miami)

ADDITIONAL BRAND DESIGN ELEMENTS

ELEMENTS
ASSETS:

** all images can be found on the main drive.



i think she is
i think she is
i think she is

Coffee - Art - Studio
Coffee - Art - Studio

i think she is BRAND GUIDELINES 25

ELEMENTS
ILLUSTRATIONS:

** Illustration images can be found on the main drive with the assets.



i think she is BRAND GUIDELINES 24

ELEMENTS
ILLUSTRATIONS:

** Illustration images can be found on the main drive with the assets.



i think she is BRAND GUIDELINES 23

EXAMPLE: BRAND IDENTITY GUIDE

A Clear Brand Identity Optimized For Any Usage

I THINK SHE IS (Miami)



SMOOTHIES

FREE BRITNEY - 11
"Recommended"
Organic oat, pink peach, strawberry, oat milk, coconut yogurt, layered with organic granola and almond butter.

IT'S IN CREDIBLE - 9
Fale, cedar, cucumber, ginger, sprouts with green apple, pineapple, lemon juice, hint of agave and H2O.

TAYLOR SWIFT - 9
OJ, strawberry, orange and pineapple.

BERRY-MUCH MIAMI - 9
Strawberry, blueberry, raspberry, banana and OJ.

BRAZILIAN BABE - 9
Organic pure acai, banana, organic oat milk, soy yogurt, hint of organic agave. Substitute with organic coconut yogurt +1.

ESPRESSO-UR-LOVE - 9
Shot of espresso, frozen banana, walnuts, dates, organic oat milk, oat.

CARIBE - 9
Mango, pineapple, banana, organic coconut yogurt, organic oat milk.

TERESITA - 9
Banana, strawberries, organic oat milk.

The UM - 9
Fale, cucumber, mango, ginger, orange and carrot juice.

MUCHO CALIENTE - 9
Peach, mango, passion fruit, condensed milk, coconut milk.

PURPLE HAZE - 9
Blackberries, banana, Greek yogurt, almond butter, almond milk.

MAKE YOUR OWN SMOOTHIE! - 9
(Up to 3 fruits)
Strawberry - Mango - Miki Berries - Peach - Banana - Pineapple - Blueberries - Organic Acai - Raw Pitas

FROM THE BAKERY

EMSPANADAS - 4

PLAIN CROISSANT - 5

NUTELLA & STRAWBERRY CROISSANT - 6

CHOCOLATE CROISSANT - 5

TURKEY & PROVOLONE CROISSANT - 6

BROWNIE WITH ICE CREAM - 8

CHOCOLATE CHIP COOKE - 4

MUFFIN - 5

AQUAMIEL COOKIE - 6

CACHITO - 5

i think she is
Coffee Art Studio

COFFEE

Espresso - 4

Americano - 4.5

Filter/Drip Coffee - 4.5

Cold Brew - 5.5

Macchiato - 4.5

Cortado - 5

Pink Cortado - 5

Affogato - 6

Cappuccino - 5.5

Latte - 6

Mocha - 7

Flat White - 5.5

Colada - 4.5

Chai Latte - 6

Matcha Latte - 6

Turmeric Latte - 6

Iced Latte - 6

Iced Matcha Latte (16 oz) - 7

Iced Chai Latte (24 oz) - 7

Iced Turmeric Latte (24 oz) - 7

Iced Pink Latte (16 oz) - 7

ADD ONS: +1

Caramel - Vanilla

Hazelnut - Lavender

DRINKS

Orange Juice - 4 (16oz)

Orange Juice - 7 (24oz)

Matcha Lemonade - 7 (24oz)

Burberry Lemonade - 7 (24oz)

Playa Lemonade - 7 (24oz)

Hibiscus Lemonade - 7 (24oz)

3 in 1 - 7 (32oz and served)

Chuck Norris - 7 (32oz and served)

ASK FOR OUR SEASONAL TEAS - 4
(Hot or Cold)

BOBA TEAS
24oz - 9

Scan Me

PACKAGE PRICES

PACKAGE 1

BASE LOGO

Investment:
Starting \$2,750.00

Est. Delivery Time:
3-6 Weeks

PACKAGE 2

BRAND LAUNCH

Investment:
Starting \$4,650.00

Est. Delivery Time:
6-8 Weeks

PACKAGE 3

BRANDING+

Investment:
Starting \$8,475.00

Est. Delivery Time:
7-10 Weeks

Payment Schedule:

* All projects begin with a 50% non-refundable deposit.

** After the remaining balance is paid in full, all final logo and collateral files will be delivered in organized folders via Dropbox.



THE DIGITAL BUTLER

LET'S MAKE SOMETHING **UNFORGETTABLE** TOGETHER!

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