



BRAND PACKAGES + ONGOING CREATIVE SUPPORT

Build a brand that looks credible, communicates clearly, and keeps moving.

Choose a focused brand package for the stage you are in today, then continue with reserved monthly support when your business needs consistent campaign and creative execution.

Launch

\$3,000

Foundation

\$2,000

Blueprint

\$1,000

Momentum

From \$1,500/mo

Brand Packages & Momentum Retainer

A clear summary of what each Avirtra package offers, what it costs, and the level of support it is designed to provide.

Package	Investment	Timeline/Term	Primary Purpose
Launch	\$3,000	2 - 3 Weeks	Brand strategy, messaging, identity, applications, and rollout.
Foundation	\$2,000	7 - 10 Business Days	A complete everyday brand identity system.
Blueprint	\$1,000	5 - 7 Business Days	A focused professional visual foundation.
Momentum	From \$1,500/month	3-month initial term	Ongoing planning and creative-production support.

HOW THE OFFERS ARE STRUCTURED

- **Blueprint** establishes a credible visual starting point for a narrowly defined need.
- **Foundation** expands the Blueprint into a complete identity system with strategic direction and practical applications.
- **Launch** combines strategy, messaging, identity, launch materials, and a focused rollout plan for a visible growth moment.
- **Momentum** continues the relationship through reserved monthly creative capacity and an organized production rhythm.

Scope Note: Each project package has a defined scope, application allowance, revision structure, timeline, and final-file handoff. Printing, third-party production, and services not specifically listed are excluded.

Launch

The strategy, identity, messaging, and rollout tools needed for a confident market launch.

A deeper engagement for established businesses that need their message and visual identity to work together - then show up consistently across the sales and marketing materials customers actually see.

INVESTMENT

\$3,000

TIMELINE

2 - 3 weeks

PAYMENT

Paid in full

BUILT FOR

Built for ambitious businesses ready to launch a new brand or completely reinvent an existing one with the strategy, identity, and assets to make a lasting impact.

WHAT THIS PACKAGE ACCOMPLISHES

01

A clear market position

Positioning, differentiators, a value proposition, an elevator pitch, and messaging pillars create one repeatable message.

02

A complete brand identity

A flexible identity suite, color palette, typography, and practical guidelines create recognition across channels.

03

Ready-to-use brand tools

Five selected applications bring the brand into the real customer experience from day one.

04

A confident brand rollout

A focused 30-day plan turns the new brand into sequenced actions instead of a folder that sits unused.



A complete brand, backed by a strategic launch plan.

What's included

A defined scope, clear approval points, and organized files designed for practical business use.

- 2-hour brand strategy workshop
- Target-customer profile
- Review of up to five direct competitors
- Positioning and differentiators
- Value proposition and elevator pitch
- Three messaging pillars
- Concise tagline options
- Primary logo
- Secondary mark
- Icon or submark
- Color palette and typography system
- 10-12 page brand guide
- Five selected brand applications
- 30-day brand rollout plan
- Two strategy revision rounds
- Two identity and application revision rounds
- Digital and print-ready file package
- Organized final handoff folder

HOW THE PROCESS WORKS

01

DIAGNOSE

Align on the growth moment, customer, business problem, and priorities.

02

DEFINE

Approve the positioning, messaging, and one visual direction.

03

BUILD

Create the identity system, brand guide, and selected applications.

04

LAUNCH

Finalize files and follow a focused 30-day rollout plan.

PROJECT RHYTHM

Week 1: strategy, messaging, and visual direction | **Week 2:** identity system and guide | **Week 3:** selected applications and rollout planning + execution

CHOOSE ONE BRANDED APPLICATION

- Business Cards
- Brochure
- Social Profile kit
- Flyer or Service Sheet
- Yard-sign design
- T-Shirts
- Email Signature
- Caps/Hats
- Proposal Cover
- Vehicle Graphics

SCOPE NOTES

- Multi-page websites, e-commerce, custom integrations, photography, paid media, daily social posting, and advanced SEO are not included.
- Long-form website copy, printing, paid fonts, stock assets, hosting, and other third-party costs are quoted separately

Ready to *Launch* with clarity and confidence?

Reserve your package with full payment, then book a discovery call to begin.



Foundation

A strategic identity system that is ready for daily business use.

A strategic brand package for small businesses that need more than a logo: a clear position, a complete identity system, and practical assets that create consistency wherever customers meet the brand.

INVESTMENT

\$2,000

TIMELINE

7 - 10 business days

PAYMENT

Paid in full

BUILT FOR

Small businesses with real customers and a proven offer that are ready to look established, consistent, and easier to trust.

WHAT THIS PACKAGE ACCOMPLISHES

01

A clear market position

A concise understanding of who the business serves, what it offers, and why customers should choose it.

02

A complete brand identity

A primary logo, secondary mark, icon, colors, typography, and usage guidance that work together.

03

Practical brand assets

Three selected applications bring the identity into the places customers encounter the business most.

04

Ready-to-use brand files

A usable brand guide and organized files help staff and vendors reproduce the brand confidently.



Build a brand people recognize and trust.

What's included

A defined scope, clear approval points, and organized files designed for practical business use.

- 90-minute brand workshop
- Ideal-customer snapshot
- Light review of up to three direct competitors
- Positioning statement
- Core differentiator and value proposition
- One approved visual direction
- Primary logo
- Secondary mark
- Icon or submark
- Color palette and typography system
- 6-8 page brand guide
- Three selected brand applications
- Two consolidated revision rounds
- Digital and print-ready file package
- Organized final handoff folder

HOW THE PROCESS WORKS

01

CLARIFY

Complete intake and align on the business problem.

02

POSITION

Define the customer, value, differentiator, and visual direction.

03

BUILD

Create the identity system and brand guide.

04

APPLY

Design three applications and deliver organized files.

PROJECT RHYTHM

Day 1-2: workshop and direction | Days 3-5: identity system | Days 6-8: brand guide and refinement | Day 9-10: applications and handoff

CHOOSE ONE BRANDED APPLICATION

- Business Cards
- Social Profile kit
- Yard-sign design
- Email Signature
- Proposal Cover
- Brochure
- Flyer or Service Sheet
- T-Shirts
- Caps/Hats
- Vehicle Graphics

SCOPE NOTES

- Multi-page websites, e-commerce, custom integrations, photography, paid media, daily social posting, and advanced SEO are not included.
- Long-form website copy, printing, paid fonts, stock assets, hosting, and other third-party costs are quoted separately

Ready to build a *Foundation* customers trust?

Reserve your package with full payment, then book a discovery call to begin.



Blueprint

A clean, credible brand foundation in one focused week.

A focused identity sprint for businesses that need to look professional quickly - without paying for a large strategy engagement or an oversized rollout.

INVESTMENT

\$1,000

TIMELINE

5 - 7 business days

PAYMENT

Paid in full

BUILT FOR

New or early-stage businesses, solo service providers, and referral-led companies ready to move beyond a DIY look.

WHAT THIS PACKAGE ACCOMPLISHES

01

The best first impression

One clear logo direction helps the business look intentional, credible, and ready for customers.

02

A consistent visual base

A defined color palette and typography pairing replace scattered, one-off design choices.

03

One useful application

The identity is applied where the business needs it first, so the work moves beyond a logo file.

04

Ready-to-use brand files

Organized digital and print-ready formats make handoff easier for staff, printers, and vendors.



Professional branding without unnecessary complexity.

What's included

A defined scope, clear approval points, and organized files designed for practical business use.

- 60-minute discovery session
- One-page direction brief
- One focused visual direction board
- Primary logo concept or focused logo refresh
- Core color palette
- Typography pairing
- One-page brand style sheet
- One selected brand application
- One consolidated revision round
- Organized SVG, PDF, PNG, and JPG file package

HOW THE PROCESS WORKS

01**CLARIFY**

Complete intake and a focused discovery conversation.

02**ALIGN**

Approve one visual direction before design development.

03**DESIGN**

Build the logo, colors, typography, and selected application.

04**DELIVER**

Complete one revision round and organize the final files.

PROJECT RHYTHM

Day 1: discovery and direction brief | **Days 2-3:** visual direction approval | **Days 4-6:** identity and selected application | **Day 7:** revision and final handoff

CHOOSE ONE BRANDED APPLICATION

- Business Cards
- Social Profile kit
- Yard-sign design
- Email Signature
- Proposal Cover
- Brochure
- Flyer or Service Sheet
- T-Shirts
- Caps/Hats
- Vehicle Graphics

SCOPE NOTES

- Multi-page websites, e-commerce, custom integrations, photography, paid media, daily social posting, and advanced SEO are not included.
- Long-form website copy, printing, paid fonts, stock assets, hosting, and other third-party costs are quoted separately

Ready for a professional business *Blueprint*?

Reserve your package with full payment, then book a discovery call to begin.



Momentum

Keep your brand active with consistent strategy, design, and campaign execution.

Reserved monthly creative capacity for businesses that need consistent brand and campaign support without hiring an internal marketing team or committing to a large agency.

MONTHLY INVESTMENT

\$1,500

TIMELINE

Ongoing monthly support
3-month term

PAYMENT

Paid per month in
advance

BUILT FOR

Businesses with recurring campaigns, seasonal offers, sales-material updates, website changes, review or referral programs, and a steady need for on-brand planning & execution.

WHAT THIS PACKAGE ACCOMPLISHES

01

Reserved creative capacity

A defined amount of monthly production space is held for the business.

02

Clear monthly priorities

One planning conversation turns competing requests into a focused sequence tied to current business goals.

03

Consistent execution

New materials remain aligned with the brand across social, email, print, web, and sales touchpoints.

04

Predictable communication

A visible request queue, one active request at a time, clear revision limits, and a monthly summary reduce confusion.



Stay relevant. Stay consistent. Stay growing.

What's included

A defined scope, clear approval points, and organized files designed for practical business use.

- Monthly planning and priority-setting session
- Focused monthly campaign / creative action plan
- Ongoing brand-consistency oversight
- Four flexible Momentum Blocks per month
- Up to two revision rounds per deliverable
- Two revision rounds per completed item
- Monthly progress summary and recommended next steps
- Priority communication with responses within one business day
- Expedited turnaround, typically within 3–5 business days depending on scope

HOW THE PROCESS WORKS

01

PRIORITIZE

Choose the month's one or two most important business priorities.

02

QUEUE

Define requests and assign the available Momentum Blocks.

03

PRODUCE

Complete one active request at a time with focused feedback.

04

REVIEW

Summarize completed work and recommend the next actions.

PROJECT RHYTHM

First of Month: planning and queue | **Mid-month:** production and review | **End of Month:** summary and recommendations

EXAMPLES OF A MOMENTUM BLOCK

- Marketing Materials
- Sales Sheets
- Flyers/Brochures
- Business Cards
- Presentation Decks
- Trade Show Graphics
- Packaging Design
- Apparel Graphics
- Promotional Products
- Vehicle Graphics
- Signage
- Website Updates
- Landing Pages
- Email Templates
- Social Media Graphics
- Digital Ads
- Banner Ads

MOMENTUM RETAINER NOTES

- Momentum Blocks provide flexible access to Avirtra's creative and strategic services. Most requests fit within your monthly allocation, while larger initiatives may require multiple blocks or a separate project proposal.
- Three-month initial commitment. Additional blocks are subject to availability and must be approved before work begins.

Ready for steady creative *Momentum*?

Choose the monthly priority, and reserve ongoing creative capacity.

