

HOUSE OF HCHV

BRANDING SERVICES

DOES YOUR BUSINESS HAVE A BRAND?

Your brand **is the image customers have of your business**, so take the time to define it thoughtfully and early, before the market does it for you. That way, your company's image will be what you intend it to be. It should be strategic and intentional.

LOGO DESIGN - \$200 (Formats provided: AI, PDF, EPS, SVG, JPEG, PNG)

Your logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

COMPANY LETTERHEAD - \$50 (includes design only, printing services provided by third party)

Your letterhead, or letter headed paper in Nigerian English, is **the heading at the top of a sheet of letter paper (stationery)**. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern

PACKAGING DESIGN - \$50 (Includes design only, printing services provided by third party)

Your product packaging design refers **to the creation of the exterior of a product**. That includes choices in material and form as well as graphics, colors and fonts that are used on wrapping, a box, a can, a bottle or any kind of container.

BUSINESS CARD DESIGN - \$50 (Includes design only, printing services provided by third party)

The business card **represents your company's brand**. Not only does it convey important personal contact information such as name, title, email, website, address and phone number, but oftentimes it is also the first exposure to the overall image of the business.

CUSTOMER APPRECIATION/THANK YOU CARDS - \$50 (Includes design only, printing services provided by third party)

Thank you cards show you value them and the relationship your organization has with them. Thank-you cards can also **generate loyalty to your business**. Thank-you cards make people feel special, exactly the way they feel when they're loyal to a business.

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