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PREMIUM BRAND INVESTMENTS

BRAND RESEARCH

BRAND STRATEGY

BRAND WORKSHOPS

BRAND DEVELOPMENT

VISUAL EXPRESSION

VERBAL PERSONALITY

BRAND ACTIVATION

BRAND COMMUNICATIONS

BRAND CONSULTANCY





## Invest in your brand's full potential for growth

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Our **STRATEGIC WORKSHOPS** will guide your business enterprise on a transformative journey of self-discovery, resulting in a visually stunning and verbally compelling **BRAND EXPRESSION**. Through our expertly crafted templates, we'll equip you with the tools to create exceptional print and digital marketing materials. And with a comprehensive brand rollout **ACTIVATION PLAN**, we'll ensure your brand's message resonates with your audience. Our online **BRAND ASSET SUITE** provides easy access to all your brand guidelines and resources, empowering all stakeholders to uphold your brand's integrity consistently through ongoing **CONSULTANCY**.



Your brand is the single most **IMPORTANT INVESTMENT** you can make in your business.”

**STEVE FORBES**  
AMERICAN PUBLISHER & BUSINESSMAN



## INVESTMENT

Brand consulting and strategy.

Create visual identity, imagery, design layout, voice, execution and maintenance of all recognition-related elements you intend to influence.

Train employees with brand guidelines booklet to keep people engaged and motivated.

Design an ongoing brand activation and management process.

## RETURNS

» Revenue increase due to brand strength.

» Profit margin increase due to brand awareness and messaging quickly resonates in your audience minds with who you are and what you stand for.

» Employees become ambassadors and know the brand promise, values and why it is right for the organization.

» Cost saving due to ongoing key points of brand experience well managed.



DO YOU NEED A

REFRESH OR FRESH START?



## BRAND REFRESH

Even the best branding has a shelf life. It should last for a while, but it will eventually need to be replaced. If your current branding looks like it belongs in a different decade, it's time for a brand refresh. The most basic branding level, the brand refresh, is best for businesses with relatively simple needs.

BRAND DISCOVERY

BRAND AUDIT

BRAND COMPASS WORKSHOP

CORE PRINCIPLES

VISUAL EXPRESSION

VERBAL PERSONALITY

BRAND MESSAGING STRATEGY

BRAND GUIDE POSTER



## FRESH BRAND

Whether you're a startup or an established enterprise with a global presence, rebranding is complicated by the size and complexity of its business model. Your branding's job is to share your brand story. It should allow your customers to easily identify what you're about and if it doesn't do this effectively, a fresh brand is needed.

BRAND DISCOVERY

BRAND AUDIT

BRAND COMPASS WORKSHOP

INTERNAL RESEARCH

CUSTOMER RESEARCH

BRAND POSITIONING

BRAND ARCHITECTURE

BRAND NAMING

CORE PRINCIPLES

CUSTOMER JOURNEY MAP

VISUAL EXPRESSION

VERBAL PERSONALITY

BRAND MESSAGING STRATEGY

BRAND GUIDE POSTER



## BRANDING PHASES

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1 // STRATEGY

2 // EXPRESSION

3 // ACTIVATION

4 // MARKETING

5 // CONSULTANCY



# 1 // STRATEGY

**STARTING WITH A DEEP DIVE** is important to understand the full background of the brand and its future goals. Giving the brand its own personality and beliefs makes it more relatable to consumers. Our strategy begins with our exclusive Brand Compass, a co-creation workshop instructed by industry experts, a brand audit, brand research, competitive analysis, and a 10-step brand building formulation. The package also includes a review of presentations, worksheet exercises, and final delivered with the company's core principles dossier.

**BRAND REFRESH:** \$5,000+

**TIMELINE:** 1-2 MONTHS

**FRESH BRAND:** 7,000+

**TIMELINE:** 2-4 MONTHS

## A. DISCOVERY:

FINDINGS SUMMARY

CUSTOMER RESEARCH

BRAND POSITIONING EVALUATION

BRAND ARCHITECTURE

WEBSITE EVALUATION

COMPETITIVE ANALYSIS

FINDINGS DOSSIER

## B. FORMULATION:

BRAND COMPASS WORKSHOP

CUSTOMER EXPERIENCE JOURNEY

BRAND POSITIONING

BRAND CORE PRINCIPLES

BRAND ARCHITECTURE

10-STEP FORMULATION

BRAND STRATEGY DOSSIER





## 2 // EXPRESSION

**VISUAL IDENTITY** encapsulates all the brand elements that you will use to express what your brand is about, and what it stands for. Outlining these in the brand guidelines is absolutely necessary if you want to achieve consistency within your brand.

**BRAND REFRESH:** \$5,000+

**TIMELINE:** 1-2 MONTHS

**FRESH BRAND:** 7,000+

**TIMELINE:** 2-4 MONTHS

LOGO TREATMENTS

BRAND COLORS

ICONOGRAPHY

HOUSE TYPEFACES

BRAND IMAGERY

BRAND GUIDE POSTER

**VERBAL PERSONALTY** is having a strong brand voice and tone that is expressed primarily within written media needs to be outlined to coincide with all the visual material.

BRAND STORY

BRAND VOICE & TONE

VOICE FRAMEWORK

CONTENT GUIDELINES

WE ARE & WE ARE NOT

VALUES & VIRTUES





## 3 // ACTIVATION

**INVESTMENT:** \$5,000+

**TIMELINE:** 1-2 MONTHS

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**LAUNCH PLANNING** is a crucial process that allows your brand to make a powerful entrance into the market while minimizing potential risks. It involves careful and deliberate brand planning to ensure that the launch of your brand is successful. Launching a brand is a multifaceted task that presents both opportunities and risks. It's important to make sure that internal stakeholders are in agreement regarding the new brand, and to unite employees in support of the company's future. These initial steps are vital for setting the stage for a successful brand launch.

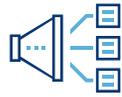
**BRAND LAUNCH STRATEGY**

**BRAND TRAINING**

**BRAND GUIDELINES BOOK**

**BRAND ASSET SUITE INTRANET**





## 4 // MARKETING

**INVESTMENT:** \$7,200+

**TIMELINE:** 1-3 MONTHS

**TRADITIONAL PACKAGE** is print collateral that can solidify a company's brand image and help to build trust with customers. It is often kept for longer than digital materials, making it a valuable tool for long-term marketing efforts.

**TRI-FOLD BROCHURE**

**POCKET FOLDER**

**CATALOG ENVELOPE**

**STATIONERY SYSTEM**

**SELL SHEETS**

**DIRECT MAIL**

**INVESTMENT:** \$9,500+

**TIMELINE:** 1-3 MONTHS

**DIGITAL PACKAGE** is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

**WEBSITE DESIGN**

**SOCIAL PROFILES**

**SALES SLIDE DECK**

**SOCIAL AD TEMPLATES**

**EMAIL CAMPAIGN TEMPLATES**

**VIDEO CONFERENCE BACKGROUNDS**





## 5 // CONSULTANCY

**THE GOVERNANCE TEAM** at Sana Branding is comprised of talented brand strategists, brand developers, brand managers, creative directors, and communication experts. We are here to help you increase brand awareness and consistency while enhancing independence in brand implementation from both traditional and digital marketing. We empower everyday communication related to ongoing projects, collect feedback, and provide guidance to every involved party — employees, consultants, vendors, subcontractors, agencies, etc.

**INVESTMENT:** \$395

**PAY AS YOU GO:** MONTHLY

**INVESTMENT:** \$3,500

**SUBSCRIPTION:** ANNUAL

**BRAND CONSULTATION**

**ASSET SUITE MANAGEMENT**

**MARKETING APPROVAL**

**EXECUTIVE TRAINING**

**CREATIVE DIRECTION**

**BRAND GOVERNANCE**





“ The way your company **BRANDS** itself is *everything*. It ultimately decides whether the business survives or not. ”

SIR RICHARD BRANSON  
FOUNDER OF THE VIRGIN EMPIRE





## ITEMIZED CREATIVE INVESTMENTS

for marketing initiatives, events,  
promotions, and select business  
enterprise needs.

## ITEMIZED CREATIVE INVESTMENTS

### CLIENT LEVELS

<b>ENTERPRISE ELITE:</b>	Annual Revenue: 6,000,000 - 80,000,000
<b>CORPORATE EXPERT:</b>	Annual Revenue: 200,000 - 6,000,000
<b>PROFESSIONAL PREMIERE:</b>	Annual Revenue: 100,000 - 200,000 (Startups)

## BRAND DEVELOPMENT

### Brand Strategy

Includes Brand Compass instructed by industry expert Jeffrey Damm, brand audit, brand research, competitive analysis, brand building 10-Step Formula. Includes review of presentation, worksheet exercises and final revisions delivered with company core document.

### Brand Visual Identity

Includes various logo concepts in the “Brand New Thinking” presentation and revisions of final corporate logo. Also includes crafting your brand’s visual identity including colors, fonts, photography, supporting icons and backgrounds.

### Brand Verbal Personality

Includes crafting your brand voice, tone, narrative framework, brand archetype, vocabulary and grammar guidelines.

Enterprise Elite **\$26,800+**                      Corporate Expert **\$18,400+**                      Professional Premier **\$10,000+**

## BRAND ACTIVATION

### Brand Standards Guideline Book

Includes everything about applying the brand to internal and external communications in an electronic format for sharing with internal and external advocates. Application of identity on corporate letterhead business systems.

Enterprise Elite **\$7,400+**                      Corporate Expert **\$3,900+**                      Professional Premier **\$2,400+**

### Business Plan Development

Includes the seven main sections of a business plan and what you should include to attract investors and partners. They are; Executive Summary, Company Description, Products and Services, Market Analysis, Strategy and Implementation, Organization and Management Team, and Financial Plan and Projections. This is delivered in a graphically designed PDF to share via online.

Enterprise Elite **\$5,600**                      Corporate Expert **\$4,200**                      Professional Premier **\$3,100**

### Brand Launch Plan

Congratulations, it’s time to get your new brand moving. This is a perfect marketing opportunity for rolling out your new brand to show that you are a vibrant organization—take advantage of it. Includes Strategy and Launch Plan in a Gant Chart dossier.

Enterprise Elite **\$5,600**                      Corporate Expert **\$4,200**                      Professional Premier **\$2,850**

### Branding & Marketing Budget Course

The Branding and Marketing Budget creation course is designed to help entrepreneurs and marketers develop a comprehensive understanding of their branding and marketing budgeting. The course covers the essential aspects of costs allocation. Participants will learn how to allocate their marketing budget effectively, track expenses, and make data-driven decisions.

Enterprise Elite **\$3,800**                      Corporate Expert **\$2,500**                      Professional Premier **\$1,250**

## TRADITIONAL DESIGN

### Brochure Design

Includes multiple concepts, production management and file preparation to vendor of choice.

8.5"x11" 3 Panel - **\$3,750**      8.5"x11" 2 Panel - **\$2,750**      6"x9" 3 Panel - **\$2,800**      6"x9" 2 Panel - **\$2,250**

### Stationery System

Includes 3 concepts, production management and file preparation. Includes letterhead, business cards, and envelope.

Complex - **\$1,750**      Simple - **\$1,275**

### Pocket Folder

Includes 3 concepts with 2 pocket inside, production management and file preparation to vendor of choice.

9"x12" Complex - **\$2,480**      9"x12" Simple - **\$1,675**

### Catalog Envelope

Includes 3 concepts, production management and file preparation to vendor of choice.

10"x13" Complex - **\$1,280**      10"x13" Simple - **\$975**

### Sell Sheet

Includes 3 concepts, body copy, production management and file preparation to vendor of choice.

8.5"x11" finished size/2 Sided - **\$1,920**      8.5"x11" finished size/1 Sided - **\$1,375**

### Direct Mailer

Includes 3 concepts, body copy, production management and file preparation to vendor of choice.

9"x14" Postcard/2-Sided - **\$2,550**      6"x9" Postcard/2-Sided - **\$1,950**

## DIGITAL DESIGN

### Website Design *(Excludes Programming Costs)*

Includes site architecture, design concepts, user layout experience, production management and file preparation.

Large Site / 20-40 Pages - **\$12,850**      Medium Site / 10-20 Pages - **\$6,500**      Small Site / <10 Pages - **\$4,850**

### Landing Page *(Excludes Programming Costs)*

Includes user experience design concepts, production management and file preparation.

Complex Design - **\$2,250**      Simple Design - **\$1,875**

### Email Campaigns *(Includes Programming Costs & eMail Service Set-Up)*

Includes user experience design concepts, production management and file preparation.

Complex Design - **\$2,150**      Simple Design - **\$1,500**

### Investor Slide Decks & PowerPoint Presentations

Includes static concepts, marketing message, images, graphics, charts and file preparation.

Large 25-50 Pages - **\$4,550**      Medium 12-25 Pages - **\$2,800**      Small <10 pages - **\$1,900**

## OUTDOOR & TRADESHOW DESIGN

### Outdoor

Includes up to 3 concepts, unlimited edits, provide final files for print to vendor of choice.

Billboard Large - **\$3,280**

Station Poster - **\$2,240**

Bus & Transit - **\$1,975**

### Exhibit/Trade Shows

Includes up to 3 concepts, unlimited edits, provide final files for print to vendor of choice.

Booth - **\$4,110**

Podium - **\$950**

Retractable Banner - **\$1,280**

### External/Internal Corporate Signage

Includes up to 3 concepts, unlimited edits, provide final files for print to vendor of choice.

External Signage - **\$2,660**

Internal Signage & Posters - **\$1,500**

Wayfinding (1-10) - **\$850**

## ADVERTISEMENT DESIGN

### Consumer Magazine

Includes general, special and single interest publications such as The New Yorker and Golf Digest.

Spread - **\$2,800**

Full Page - **\$2,100**

Half Page - **\$1,380**

Quarter Page - **\$950**

### Business Magazine

Includes professional and trade publications such as The DuPont Registry and Florida Trends.

Spread - **\$2,200**

Full Page - **\$1,720**

Half Page - **\$960**

Quarter Page - **\$660**

### National and Metro Newspaper

Includes large and medium circulation.

Full Page - **\$2,400**

Half Page - **\$1,800**

Smaller - **\$1,140**

### Weekly Newspaper

Includes medium and small circulation.

Full Page - **\$1,800**

Half Page - **\$1,440**

Smaller - **\$900**

### Social Media Advertising

Includes creative concepts, unlimited edits, provide final files for social media websites. (LinkedIn, X, Facebook)

Portrait, or Square Post Ad - **\$150**

Stories Imagery & Content - **\$950**

Profile & Cover - **\$550**

## BOOK DESIGN

### Book Design and Layout

Includes cover and interior layout designs, printer file preparation and project management. (Premium and Deluxe Packages)

Premium Package - **\$3,920**

Deluxe Package - **\$2,750**

Print Cover - **\$1,250**

E-Book Cover - **\$950**





## BI-MONTHLY INVESTMENTS

Sana is contracted as a brand consultancy paid with investment installments.

### MONTH 1 // STRATEGY

**FIRST PAYMENT:**

\$2,500+ for Discovery

**SECOND PAYMENT:**

\$2,500+ for Formulation

### MONTH 2 // EXPRESSION

**FIRST PAYMENT:**

\$2,500+ for Visual Identity

**SECOND PAYMENT:**

\$2,500+ for Verbal Personality

### MONTH 3 // ACTIVATION

**FIRST PAYMENT:**

\$2,500+ for Brand Launch Plan

**SECOND PAYMENT:**

\$2,500+ for Brand Guidelines PDF & Online Asset Drive

### MONTH 4 // TRADITIONAL

**FIRST PAYMENT:**

\$3,600+ for Print Templates

**SECOND PAYMENT:**

\$3,600+ for Print Templates

### MONTH 5 // DIGITAL

**FIRST PAYMENT:**

\$4,550+ for Digital Templates

**SECOND PAYMENT:**

\$4,550+ for Digital Templates



We create compelling brand narratives that resonate with employees, inspiring them to become brand ambassadors who consistently deliver on the promise. At Sana, our commitment to aligning brand and internal culture makes us the preferred choice for businesses seeking to empower their employees and ensure they actively contribute to delivering a brand promise that transcends expectations.

*Brilliance in Branding*

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