

FOR EXISTING BRANDS

Digital Brand Polish

Make your existing brand feel consistent, intentional, and usable online.

You already have a logo or recognizable look. This package organizes how it appears across your website and social content so future materials feel like the same business.

PILOT PROJECT RANGE

\$750-\$1,500

Final scope and price confirmed before the project begins.

What you receive

01 Color and type system

A practical palette and typography hierarchy for consistent digital use.

02 Logo-use rules

Clear guidance for sizing, spacing, backgrounds, and the logo files already available.

03 Imagery treatment

Direction for photo crops, image selection, graphic details, and visual consistency.

04 Social templates

A small set of reusable layouts based on the approved digital direction.

05 Mini brand guide

One concise reference that brings the approved colors, type, logo, imagery, and templates together.

06 Digital application direction

Examples showing how the polished system should carry into web and social touchpoints.

THE RIGHT FIT

For a brand that needs consistency, not reinvention.

This is not full brand strategy or a new identity. Research, positioning, naming, verbal identity, new logo systems, broad rollout, and unlimited revisions are outside this package and require separate scope.

MAKE EVERY DIGITAL TOUCHPOINT FEEL CONNECTED

Give the brand you already have a clearer system.

Projects are scoped within the pilot range before work begins.