

Brand Packages

ENGANA

DESIGN by DESIGN



Logo Lite Package

Simple, Clear Beginning

Logo Lite is the starting point for your professionally designed logo, then add on extras to build out your brand.



LOGO LIGHT

\$895 +gst

Logo Lite is designed to give your business a clean, confident start. It's a straightforward, no-fuss approach that delivers a polished, credible look - perfect for getting up and running quickly while laying the foundation for future brand growth.

Whats Included

- > 1x Initial Logo Concept + up to 3 Variations
- > 1 x Design Mockup
- > Logo Kit including files for email, print & web
- > Style Sheet with colour codes + logo fonts
- > 1 Revision set

Eye Candy Package

More Exploration, Polish, Options

Eye Candy is the starting point for your professionally designed logo, then add on extras to build out your brand.



EYE CANDY

\$1295 +gst

Eye Candy is for businesses ready to explore their visual identity more deeply. With multiple logo concepts, refined variations, and thoughtful design exploration, this package delivers a more polished and considered result. You'll gain a flexible, well-crafted logo system and a stronger visual presence - giving your brand greater confidence, consistency, and room to grow.

Whats Included

- > 3 x Logo Concepts + Variations
- > Design Mockups for each Logo
- > Logo Kit including files for email, print & web
- > Style Sheet with alternate logos, colour codes + logo fonts
- > Up to 5 Revision sets

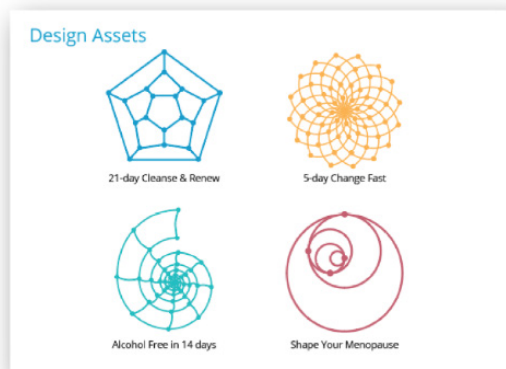
Build your brand even further

Get the full brand experience by adding these onto your logo package.

Branding
Add-Ons

DESIGN ASSETS

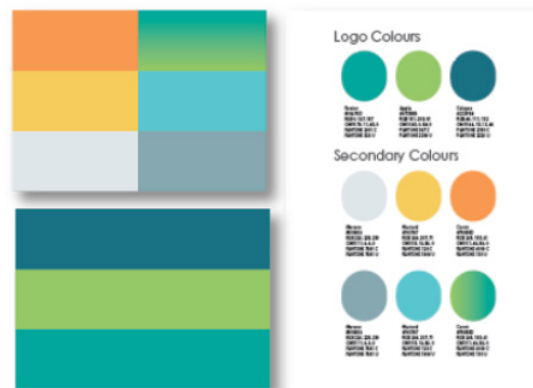
\$480



Enhance your visual identity with up to 4 custom designed elements, such as shapes, patterns, or icons that build on your logo. These assets give you extra flexibility to tell your brand story consistently across social media, print, and digital platforms, adding depth and personality to your brand.

CUSTOM COLOUR PALETTE

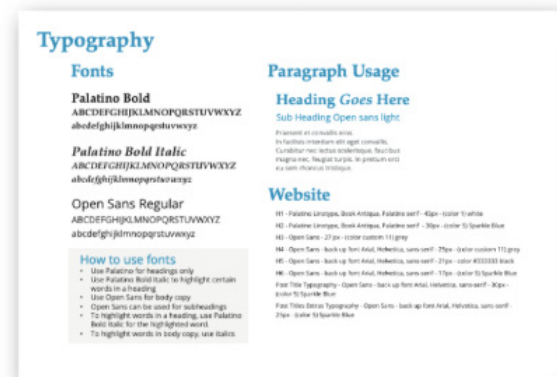
\$450



Your logo will have its own colours, but with this add-on, I investigate additional colours that support and enhance your brand. The result is a complete brand palette you can use across all your collateral, keeping your look consistent, interesting, professional, and versatile.

FONTS & WEB STYLES

\$495



The best fonts will be selected for print and web that complement your logo. You'll receive clear guidelines for text hierarchy, font pairings, and web styles keeping your messaging consistent and giving your developer clear instructions for heading styles to build your website with confidence.

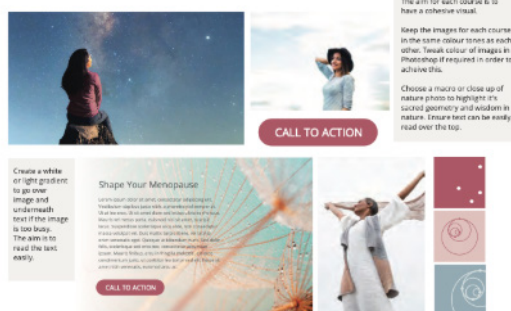
Please add GST to all prices

MOOD BOARDS

includes 3 moodboards

\$595

Shape Your Menopause - Program Mood Board



Visualise the possibilities with curated moodboards developed before the logo concepts are designed. These boards explore the visual style and creative direction of your brand, helping shape the overall look and feel. By aligning on a creative direction early, you'll have greater confidence in the logo concepts that follow.

IMAGE STYLES

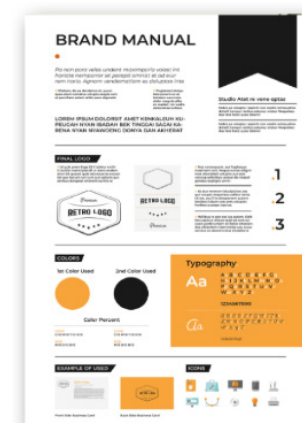
\$250



Strengthen your brand's story with carefully chosen imagery that reflects your style, values, and audience. We'll guide you in selecting the right types of photos and visuals so your brand always looks consistent, professional, and on-message across every platform.

QUICK REFERENCE POSTER

\$275



Keep your brand at your fingertips with a beautifully designed A3 poster showcasing your new logo, colour codes, design elements and fonts. More than just a reference tool, it doubles as a piece of artwork, perfect for your office wall and a constant reminder of your brand's identity. This will be printed and posted to you.

Please add GST to all prices

Applying your brand

Now it's time to put your brand to work, creating a cohesive and professional experience wherever your business is seen.

Collateral
Add-Ons

CANVA BRAND KIT

\$250



Using Canva for your business?

We will set up your Canva Brand Kit so you have all the colours, fonts and files ready to make your Canva experience seamless and your designs cohesive and consistent.

BUSINESS CARDS

\$195

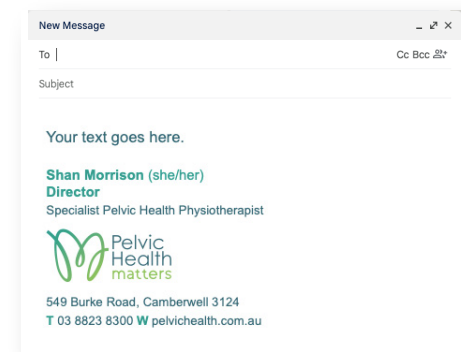


Your business card should do more than display information—it should reflect your brand. Using your logo, colours, and typography, this design becomes a compact, memorable extension of your identity.

Note: printing priced separately

HTML EMAIL SIGNATURE

\$195

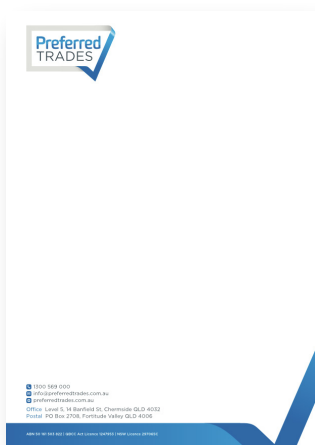


Create a professional first impression with a custom-designed email signature. You'll receive an HTML file that can be easily copied and pasted into your email program, keeping your contact details and branding consistent with every email you send. This is also great for multiple staff members to stay on brand.

Please add GST to all prices

DIGITAL & PRINT LETTERHEADS

\$195



Present your business professionally with coordinated Letterheads that reflect your brand. Includes digital letterhead templates in Word or Canva in A4 or A5 sizes, ensuring a polished and consistent look across your everyday business communications.

Note: printing priced separately

SOCIAL MEDIA BASICS & LAUNCH TILES

\$320



Launch your new brand with confidence across social media. Includes profile logos for Facebook, Linked In and Instagram, a Facebook cover banner, and 3 social media tiles to introduce your new logo and brand to your audience.

**Getting started
is easy.**

Choose your
Logo Package,
select any
add-ons that suit
your business,
and email Mel to
get started.

mel@engana.com.au

Please add GST to all prices