

Dope Branding & Rebranding Packages

Detailed Package Guide

The Dope Approach

Every project begins with clarity. We use Marty Neumeier's world-renowned branding system to lead you through structured workshops that cut through the noise and answer the most important questions:

- 1 Who are we?
- 2 What do we do?
- 3 Why does it matter?

This process ensures your brand is built on strategy, not guesswork.

Bronze Package – For Startups & Solo Entrepreneurs

USD \$750/month | 3-Month Partnership

- 1 Brand Clarity Call (kick-off alignment)
- 2 Core Brand Strategy Framework
- 3 Logo & Basic Brand Guide (color, typography, usage)
- 4 1 monthly virtual open discussion session (1 hr)

Outcome: A professional foundation to confidently launch your business.

Silver Package – For Small & Family-Owned Businesses

USD \$1,500/month | 6-Month Partnership

- 1 Virtual bi-weekly strategy sessions (2 per month)
- 2 Leadership Branding Workshop (Lite) – using Neumeier worksheets to clarify: Who are we? What do we do? Why does it matter?
- 3 Brand Strategy Development – positioning, messaging, audience, and story
- 4 Visual Brand Direction – look & feel, moodboards, photography/art direction guidance
- 5 Rebrand Project Management – managing designers and vendors on your behalf

Outcome: A cohesive brand identity and strategy that positions your business for growth and recognition.

Gold Package – For Established SMEs & Growth-Focused Companies

USD \$3,000/month | 8-Month Partnership

- 1 In-person monthly leadership reviews (executive-level workshops) – guiding strategy, culture, and market positioning
- 2 Executive Brand Workshop (Full Scope) – multi-session workshops using Neumeier’s full frameworks (The Brand Gap, Zag, The Brand Flip)
- 3 Brand Strategy Collaboration – co-creating your brand roadmap with leadership
- 4 Creative Direction Oversight – serving as your brand’s design director
- 5 Rebrand Activation Management – guiding execution across packaging, website, and campaigns
- 6 Marketing & Campaign Planning – aligning brand with launches, promotions, and media spend
- 7 Direct Access & Priority Support – a dedicated channel for faster feedback and real-time updates

Outcome: A market-ready brand transformation that strengthens culture, builds recognition, and accelerates growth.

Important Notes

- 1 Monthly retainer covers brand strategy, expertise, and project management.
- 2 Design execution costs are billed separately.
- 3 A dedicated marketing budget is required and managed via escrow or client-controlled account.