

No wands or witchery.



THIS IS
Mimico

It's
brandcraft

your everything



WINNERS





Our **Brandcraft** packages equip your company with a powerful toolkit for stronger, more effective communications that connect & build affinity with your market.



DEFINE THE BRAND

We build strong foundations for new brands and conduct comprehensive audits of existing ones, offering actionable recommendations for real-world scenarios. Through in-depth research, we analyze the industry landscape and competitors, crafting a clear brand identity, purpose, and future positioning.

CRAFT A VISUAL DESIGN SYSTEM

We craft a cohesive system of visual elements that perfectly aligns with your brand identity. From logos, fonts, and colour palettes to imagery, illustrations, icons, patterns, and copy style, we develop a versatile, data-driven toolkit designed to bring your brand's unique persona to life and make new friends.

LEAD BY EXAMPLE

We'll demonstrate how the system works with application examples relevant to your business. Additionally, we'll provide a comprehensive brand guide that integrates all key components, ensuring consistency and accessibility for anyone working with the brand, both inside and outside your company

approach



brandcraft \$4,995

- + Host brand discovery session
- + Conduct comprehensive research of industry landscape, target customers, competitor space, including audit (existing brands) or foundations report (startups)
- + Create a clear definition of the brand, positioning, voice, persona, values, & mission
- + Propose (3) new or refreshed logos & icons, including primary & secondary use logo marks
- + Build a toolkit of visual design elements which may include: typography, colour palettes, visual elements, illustrations, backgrounds & patterns
- + Establish photographic style and curate image assets from stock sources (10 images)
- + Provide design direction for website including (2) website section mockups
- + Deliver (3) finished branded collateral pieces (client choice - i.e. brochure, digital deck etc.)
- + Present final Brand Guide PDF with complete brand outline and all assets in required formats

TIP
Ideal for companies looking to scale their competitive edge.

A **well-crafted** brand makes a lasting impression, builds trust, and forms friendships easily.

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- + Propose (2) new logo concepts, including primary & secondary use logo marks, icons, with selection of 1 final logo
- + Select brand typography and colour palettes
- + Deliver (1) business card template, and (1) presentation deck cover & slide mockup
- + Present final Basics Brand Guide PDF and all logo assets in required formats

TIP
Ideal for small startups looking to just get off the ground.

Strategic brand & creative development for premium brands

Crafting compelling brands and communications that foster meaningful connections and make big impact, driven by senior-director leadership.

SOMERTON
CREATIVE

CELEBRATING 8 YEARS OF EXCELLENCE



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