

No wands or witchery.

THIS IS  
Mimico

It's  
*brandcraft*





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: fonts, 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.

## **brandcraft** \$995 JR

- + Propose (2) new logo concepts, including primary & secondary use logo marks, icons, with selection of 1 final logo
- + Select brand fonts, colour palettes, visual assets
- + Deliver (1) business card template, and (1) presentation deck OR social media template
- + 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

