

# VISION BRAND

---

**CORPORATE  
BRAND  
SERVICES**

SERVICES 2022

# HELLO!

We are Vision Brand Enterprises. We are a brand design agency focused on creating consistent and strategic aesthetics for our clients that resonate across designs in digital, traditional, and social media. We operate as seasoned brand advisors in addition to lending our technical abilities and insight to various marketing efforts. We work well with companies aiming to pivot into new markets or scale.

As a Creative Agency, Vision Brand Enterprises operates primarily on defining outcome goals that frame and inform specific deliverables and services. This is a key component to our service.

Realize your vision for  
your company’s brand.

## CONTENTS

SOLUTIONS	— — — — — — — — — —	3
• TIER 1	— — — — — — — — — —	4
• TIER 2	— — — — — — — — — —	5
• TIER 3	— — — — — — — — — —	6
PRODUCTION CREDITS	— — — — — — — — — —	7
CREDITS TABLE	— — — — — — — — — —	9
CREDITS FAQs	— — — — — — — — — —	10

# SOLUTIONS



## SERVICES | THREE TIERS AVAILABLE

Our services are provided on a **month-to-month** basis through a **hybrid retainer and credit system**. These tiers provide access to several base services through the access retainer, along with a budget of project credits for creative services. **The ability to purchase additional credits during heavy production seasons** allows our clients flexibility they can plan for.

### RETAINER CREDITS

Service tiers include a budget of project credits that **resets monthly**.



### FLEX CREDITS

These are additional project credits available for purchase **when needed**.

**WE’VE DESIGNED THIS SYSTEM TO ALLOW FOR FAST TURNAROUNDS AND INCREASED PRODUCTION WHEN NEEDED.**

# TIER 1

PRODUCTION CREDITS: 6

\$5,000 MONTHLY RETAINER



## BRAND OVERSIGHT AND STRATEGY

We prioritize maintaining company values as they appear in visual media and strategic positioning.

- Up to 4 Strategy Sessions per month to guide overall direction. Meetings are scheduled at your request.
- Vendor Oversight\* as needed to ensure that any 3rd-party service providers meet standards of visual quality.
- Coaching to help team members operate systems and tools for producing brand materials in-house or properly order printed items.

*\*Vendor Oversight does not include ordering printed or otherwise tangible brand items.*



## SYSTEMS DESIGN & OVERSIGHT

New opportunities often arise to connect software and tools to various steps in the customer journey. This process of automation takes time, research, and systems-focused brainpower.

- Digital Tools Research – identifying software solutions to serve specific functions
- Automation Planning – connecting the dots between existing tools
- Setup & Handoff – collaborative integration of the new systems and delivery of credentials\*

*\*Billing for any softwares researched or suggested is the full responsibility of the client upon adoption.*



## WEBSITE HOSTING

As a courtesy we provide top-of-the-line website hosting that empowers your website to retain peak performance and serve visitors effectively. This account may be transferred to your ownership as desired.



## MONTHLY PRODUCTION CREDITS - 6

Usable Towards:

- **Graphic Design**
- **On-site Photography\* (locations limited)**
- **Rushed Projects\*\***
- **Advanced Website Projects\*\*\***

*\*Locations outside of the greater Seattle, Tacoma, or Olympia areas will be subject to additional travel rates.*

*\*\*If a project is needed in less than a certain timeframe (relative to project size), a 2x credit multiplier applies to that project. See page 10 (Credits FAQs) for further explanation.*

*\*\*\*Advanced Website Projects will be approached on a case-by-case basis, and their credit cost discussed with you and allocated according to features and scale.*

# TIER 2

PRODUCTION CREDITS: 10

\$7,300 MONTHLY RETAINER

## BRAND OVERSIGHT AND STRATEGY

We prioritize maintaining company values as they appear in visual media and strategic positioning.

- Up to 4 Strategy Sessions per month to guide overall direction. Meetings are scheduled at your request.
- Vendor Oversight\* as needed to ensure that any 3rd-party service providers meet standards of visual quality.
- Coaching to help team members operate systems and tools for producing brand materials in-house or properly order printed items.

*\*Vendor Oversight does not include ordering printed or otherwise tangible brand items.*

## SYSTEMS DESIGN & OVERSIGHT

New opportunities often arise to connect software and tools to various steps in the customer journey. This process of automation takes time, research, and systems-focused brainpower.

- Digital Tools Research – identifying software solutions to serve specific functions
- Automation Planning – connecting the dots between existing tools
- Setup & Handoff – collaborative integration of the new systems and delivery of credentials\*

*\*Billing for any softwares researched or suggested is the full responsibility of the client upon adoption.*

## PROFESSIONAL COPYWRITING

We coordinate copywriting efforts for branded materials, articles, webpages, and other writing needs related to marketing efforts. Our writers conduct Interviews with key team members or clients as applicable to maximize content impact.

## WEBSITE HOSTING

As a courtesy we provide top-of-the-line website hosting that empowers your website to retain peak performance and serve visitors effectively. This account may be transferred to your ownership as desired.

## MONTHLY PRODUCTION CREDITS - 10

Usable Towards:

- **Graphic Design**
- **On-site Photography\* (locations limited)**
- **Rushed Projects\*\***
- **Advanced Website Projects\*\*\***

*\*Locations outside of the greater Seattle, Tacoma, or Olympia areas will be subject to additional travel rates.*

*\*\*If a project is needed in less than a certain timeframe (relative to project size), a 2x credit multiplier applies to that project. See page 10 (Credits FAQs) for further explanation.*

# TIER 3

PRODUCTION CREDITS: 18

\$9,600 MONTHLY RETAINER

## BRAND OVERSIGHT AND STRATEGY

We prioritize maintaining company values as they appear in visual media and strategic positioning.

- Up to 4 Strategy Sessions per month to guide overall direction. Meetings are scheduled at your request.
- Vendor Oversight\* as needed to ensure that any 3rd-party service providers meet standards of visual quality.
- Coaching to help team members operate systems and tools for producing brand materials in-house or properly order printed items.

*\*Vendor Oversight does not include ordering printed or otherwise tangible brand items.*

## SYSTEMS DESIGN & OVERSIGHT

New opportunities often arise to connect software and tools to various steps in the customer journey. This process of automation takes time, research, and systems-focused brainpower.

- Digital Tools Research – identifying software solutions to serve specific functions
- Automation Planning – connecting the dots between existing tools
- Setup & Handoff – collaborative integration of the new systems and delivery of credentials\*

*\*Billing for any softwares researched or suggested is the full responsibility of the client upon adoption.*

## PROFESSIONAL COPYWRITING

We coordinate copywriting efforts for branded materials, articles, webpages, and other writing needs related to marketing efforts. Our writers conduct Interviews with key team members or clients as applicable to maximize content impact.

## WEBSITE HOSTING

As a courtesy we provide top-of-the-line website hosting that empowers your website to retain peak performance and serve visitors effectively. This account may be transferred to your ownership as desired.

## MONTHLY PRODUCTION CREDITS - 18

Usable Towards:

- **Graphic Design**
- **On-site Photography\* (locations limited)**
- **Rushed Projects\*\***
- **Advanced Website Projects\*\*\***

*\*Locations outside of the greater Seattle, Tacoma, or Olympia areas will be subject to additional travel rates.*

*\*\*If a project is needed in less than a certain timeframe (relative to project size), a 2x credit multiplier applies to that project. See page 10 (Credits FAQs) for further explanation.*

# HOW DO PRODUCTION CREDITS WORK?

Allow your team to optimize production costs and maximize what we can do for you – **during slow times, or busy ones.**

## RETAINER CREDITS



### ALLOTTED MONTHLY

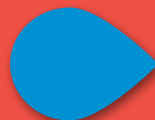
Each service tier provides a set amount of monthly Retainer Credits available to spend on chosen customized creative services (see production table on pg. 9). These credits represent the amount of project bandwidth that we provide each month.



### RESET

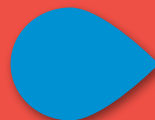
Retainer Credits reset each month to the allotment of the current service tier. These credits are not bankable and expire at the end of the month in which they are granted.

## FLEX CREDITS



### PURCHASE: \$450 each

We know from experience that some months require additional production. These Flex Credits can be purchased when project demand scales. Flex Credits require an active access retainer to redeem.



### ROLL-OVER

Flex Credits are bankable and are only redeemed after all Retainer Credits are spent. Unredeemed Flex Credits expire each year at the end of Q3 (Sept. 30), allowing for their use towards Q4 projects.

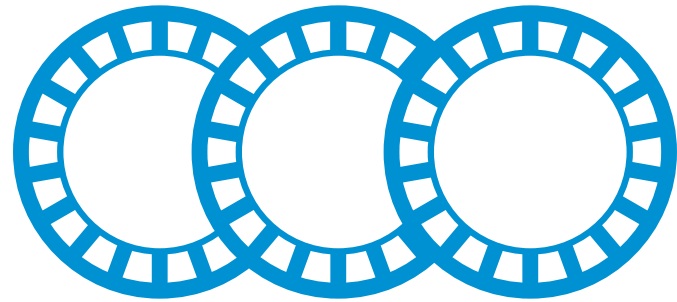


# **PRODUCTION CREDITS TABLE**



CREDIT COST	GRAPHIC DESIGN	PHOTOGRAPHY
 <p>1 CR.</p>	<p>SMALL PROJECTS</p> <p>Includes "single-sided" items such as:</p> <ul style="list-style-type: none"> <li>• Social media graphic</li> <li>• Postcard</li> <li>• Business Card</li> <li>• Letterhead Design</li> <li>• Poster</li> <li>• Flyer</li> <li>• T-shirt Design</li> <li>• Sticker design</li> </ul>	
 <p>2 CR.</p>	<p>MEDIUM PROJECTS</p> <p>Includes "double-sided" items or large format designs such as:</p> <ul style="list-style-type: none"> <li>• Roll-up banner design</li> <li>• Folding brochure or pamphlet</li> <li>• Billboard design</li> <li>• Cohesive window graphic (includes multi-pane)</li> <li>• New location signage</li> <li>• Tradeshow backdrop</li> </ul>	
 <p>4 CR.</p>	<p>LARGE PROJECTS</p> <p>Includes "multi-page" items, documents, and layouts such as:</p> <ul style="list-style-type: none"> <li>• Sales booklet layout</li> <li>• PowerPoint template design</li> <li>• Pitch deck layout</li> <li>• Full building window graphics</li> <li>• Packaging design</li> <li>• Suite of custom icons</li> </ul>	<p>ON-SITE SHOOTING</p> <p>Professional photography services for headshots and other business applications. We can also combine our shooting dates with videography vendors* for effective brand imagery. Locations outside of the greater Seattle, Tacoma, or Olympia areas may be subject to additional travel rates.</p> <p><small>*Vision Brand Enterprises does not directly offer videography. Our Vendor Oversight service can help select a quality vendor and quality control on their output.</small></p>

# PRODUCTION CREDITS FAQS



## CAN PRODUCTION CREDITS BE REFUNDED?

- **Retainer Credits** are non-refundable.
- **Flex Credits** are refundable...
  - o 100% if refund is requested **within** 30-days following date of purchase
  - o 0% if refund is requested **after** 30-days following date of purchase
  - o Any unredeemed Flex Credits expire each year at the end of Q3 (Sep.30), allowing for their use towards Q4 projects

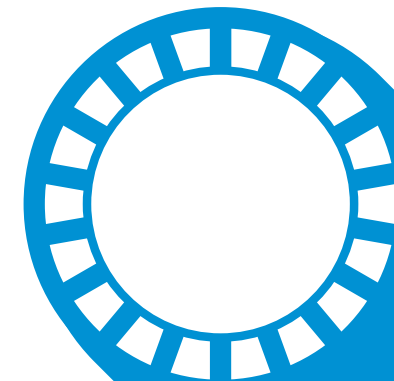
## HOW DO RUSH FEES WORK?

With our new fee structure, rush fees are simple! If a project is needed in less than a certain timeframe (relative to project size), a **2x credit multiplier** applies to that project.\*

### 2x Rush Fee Credit Multiplier Applies to...

- 'Small' projects if requested within 2 business days of due date\*
- 'Medium' projects if requested within 3 business days of due date\*
- 'Large' projects if requested within 5 business days of due date (without copywriting)\*

*\*Projects requiring extensive copywriting may be ineligible for rush projects.*



VISION **BRAND**

# Get in touch

info@VisionBrand.Enterprises

Angela Kelly, Co-Founder & Graphic Design Lead: [angela@visionbrand.enterprises](mailto:angela@visionbrand.enterprises)

Erik Soper, Co-Founder & Web Experience Lead: [soper@visionbrand.enterprises](mailto:soper@visionbrand.enterprises)

Based in Olympia WA

**[www.VisionBrand.Enterprises](http://www.VisionBrand.Enterprises)**