

# Branding Approved By Promo Joe



***If you want your brand to grow take it down to Promo Joe!***

**Choose from our available branding packages and Promo Joe will save you time, effort, and money. Our goal is to help you be "the total package" with these easy branding/rebranding solutions. Just choose the level that best fits your needs!**

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*Prices subject to change*

## Why should you Brand, or Rebrand, your company?

Branding often falls by the wayside for a business, yet it most often can be one of the most important items to building a successful business. It truly is your business *FACE* to the world (and your target customers). Without expert advice and proper planning, a business can often spend money without receiving a result, which is to attract more customers. Let Promo Joe help you utilize your money in way that will create the most optimal results to attract more of the very customers you are searching for.

With our many years of combined experience in design, advertising, and print, Promo Joe can help with all your branding needs. Your brand is your name, your logo, your design, or any combination of things that help customers identify you and separate you from the competition. We can identify your brand, build your brand, and supply every source of print products, promotional materials, as well as website building and marketing plans to reach your customers efficiently.



### Questions that every Branding Project needs to ask:

- ★ Why are we doing a rebrand and what problem are we attempting to solve?
- ★ Has there been a change in our competitive landscape that is impacting our growth potential?
- ★ Has our customer profile changed?
- ★ Does our brand tell the wrong (or outdated) story?
- ★ What do we want to convey and to whom do we want to convey it to?
- ★ Why should we care about our brand?
- ★ Have we isolated exactly who should care about our brand?
- ★ Is our brand associated with something that is no longer meaningful or out of step with the current needs and desires of our customers?
- ★ Are we leading with the wrong brand direction and are we following our brand direction?
- ★ Will this solution work in 5-15 years from now based on what we can anticipate?
- ★ Have we assigned our branding project to someone knowledgeable, who is focused, inspired, and can lead us to completion with excellent results?

***"If it's your company you want to impress, give a call to Promo Jess!"***

**Tier One at only \$1372  
(Discounted!)**

	Products	Quantity	Details
Business Essentials	<b>FREE!</b> Business Cards	up to 1000	250/person up to 4 people, full color, double sided
	Letterhead	500	full color, 24 lb bond paper
Print	Brochures	500	Trifold, 8.5x11, full color, text stock
Promo	Promotional Product	250	1 item/value around \$200, under \$1/item
Signage	Banner	1	up to 5' wide and tall
	Vinyl (door)	1	no bigger than 24"x24", includes install
Apparel	Screenprint shirts	50	two color, one location, basic T-shirt, \$8.50/shirt
Design	Design for Tier One	4.5 hr	overages incur additional charges

**Total Standard Charge \$1500**

**Tier Two at only \$2821.50  
(Discounted!)**

	Products	Quantity	Details
Business Essentials	<b>FREE!</b> Business Cards	up to 1000	250/person up to 4 people, full color, double sided
	Letterhead	500	full color, 24 lb bond paper
	Forms	500	black and white, 3 part
	Envelopes	500	#10, includes security tint, full color
	Checks	500	3 to a page with side tear voucher, customized included
Print	Rack Cards	500	3.5x8.5, front and back, full color, 14pt uncoated
	Brochures	500	Trifold, 8.5x11, full color, text stock
Promo	Promotional Product	500	1 item/value over \$200, around or over \$1/item
Signage	<b>FREE!</b> Banner	1	up to 5' wide and tall
	Vinyl (door)	1	no bigger than 24"x24", includes install
	Car Magnets	2	standard size, 24"x12"
Apparel	Screenprint shirts	100	two color, one location, basic T-shirt, \$8.00/shirt
Design	Design for Tier Two	7 hr	overages incur additional charges

**Total Standard Charge \$3085**

**Tier Three at only \$4213.25  
with Logo and Internet Package only \$5153.67  
(Discounted!)**

	Products	Quantity	Details
Business Essentials	<b>FREE!</b> Business Cards	up to 2000	250/person up to 8 people, full color, double sided
	Letterhead	1000	full color, 24 lb bond paper
	Forms	1000	black and white, 3 part
	Envelopes	1000	#10, includes security tint, full color
	Checks	1000	3 to a page with side tear voucher, customized included
Print	Rack Cards	1000	3.5x8.5, front and back, full color, 14pt C2S UV Gloss front side
	Brochures	1000	Trifold, 8.5x11, full color, cover stock
Promo	Promotional Product	1000	2 items/value over \$200, around or over \$1/item
Signage	<b>FREE!</b> Banner	2	up to 5' wide and tall
	Vinyl (door)	2	no bigger than 24"x24", includes install
	Car Magnets	4	standard size, 24"x12"
Apparel	Embroidered shirts	50	Polo moisture wicking shirt, embroidered not over 11,000 stiches. Includes digitizing fee of \$50. Charge of \$18/shirt
Internet Optional	<b>FREE Email!</b> Email, Web Hosting, Domain		Includes: 1 year: Domain, Hosting, 20 pages, 300 themes to choose from, 100 GB in State, 500 GB Bandwith, Mobile friendly, 30/5 email addresses, Easy to update after design, 24/7 customer support
Design	Design for Tier Three	8 hr	overages incur additional charges
	Design for Logo	3 hr	overages incur additional charges
	Design for Tier Three with optional Internet Package	15 hr	overages incur additional charges

COMING SOON!

**Total Standard Charge \$4500  
Total Standard Charge with Logo and Internet \$5622.80**

**For information about creating your own custom package  
see our à la carte menu on the next page!**

## Need Just an Item or Two? Try Our à la carte menu!

	Products	Quantity	Details	Standard cost
Business Essentials	Business Cards	500	full color, double sided	\$45.00
		1000	full color, double sided	\$55.00
	Letterhead	500	full color, 24Lb bond	\$160.00
		1000	full color, 24Lb bond	\$190.00
	Forms	500	black and white, 3 part	\$225.00
		1000	black and white, 3 part	\$450.00
	Envelopes	500	#10, includes security tint, full color	\$190.00
	Checks	1000	#10, includes security tint, full color	\$200.00
	500	3 to a page with side tear voucher, customized included	\$130.00	
	1000	3 to a page with side tear voucher, customized included	\$230.00	
Print	Rack Cards	500	3.5x8.5, front and back, full color, 14pt uncoated	\$140.00
		1000	3.5x8.5, front and back, full color, 14pt C2S UV Gloss front side	\$160.00
	Brochures	500	Trifold, 8.5x11, full color, text stock	\$210.00
		1000	Trifold, 8.5x11, full color, cover stock	\$280.00
	Wide Format Color Prints		24 Lb bond uncoated	\$5 per sq foot
		36 Lb bond coated	\$7 per sq foot	
Wide Format B&W Prints		24 Lb bond coated	\$.25 per sq foot	
Signage	Banners	1	up to 5' wide and tall	\$60.00
	Vinyl (door)	1	no bigger than 24"x24", includes install	\$165.00
		2	no bigger than 24"x24", includes install	\$330.00
	Car Magnets	2	standard size, 24"x12"	\$100.00
		4	standard size, 24"x12"	\$200.00
Apparel	Screenprint shirts	50	two color, one location, basic T-shirt, \$8.50/shirt	\$425.00
		100	two color, one location, basic T-shirt, \$8.00/shirt	\$800.00
	Embroidered Shirts	50	Polo moisture wicking shirt, embroidered not over 11,000 stitches. Includes digitizing fee of \$50. Charge of \$18/shirt	\$925.00
	Name Badges		1 line (name only)	\$10.00
			2 lines (name and logo)	\$12.00
		3 lines (name, position, and logo)	\$15.00	
Internet	Web Hosting Domain and mail	1 site	Includes: 1 year: Domain, Hosting, 20 pages, 300 themes to choose from, 10GB disk space, 5GB Bandwidth, Mobile Friendly site, Mail, 100% Uptime, Easy to update after design, 24/7 customer support	
Services	Design Time per hour		Design or Consultation	\$50.00
	Digitizing for Embroidery		Turns your logo into threads	\$50.00
	Scanning Small Format	per sheet	standard sizes, 8.5"x11" or 11"x17"	\$00.25
	Scanning Large Format B&W	per sheet	Up to 36 inches wide	\$2.00
	Scanning Large Format Color	per sheet	Up to 36 inches wide	\$4.00

COMING SOON!





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