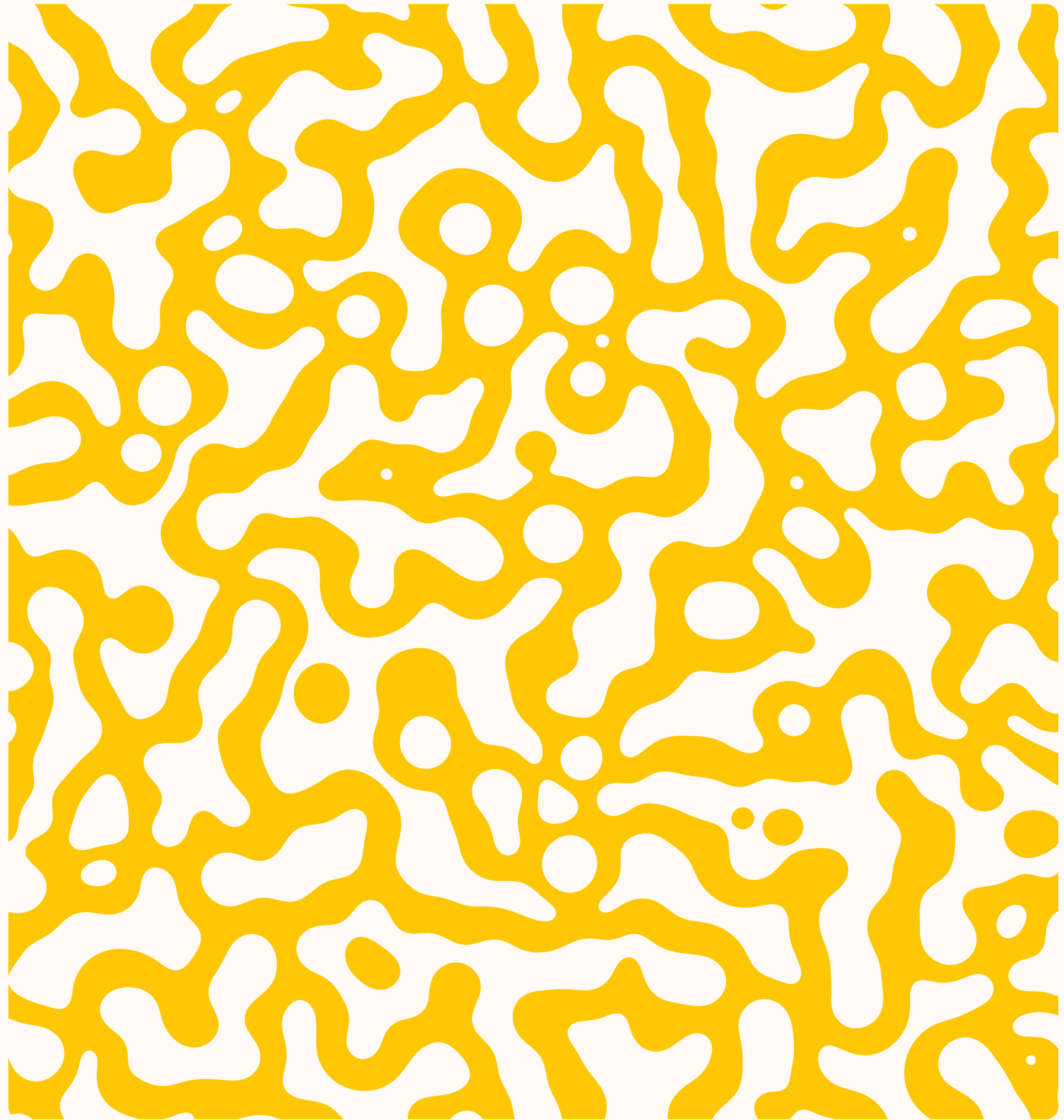


PACKAGES 2024

Brand and design.

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Teapot.



THE CREATIVE DIGITAL AGENCY

Creating digital experiences, growth and brand presence.

Teapot is an integrated agency driving innovation, creative journeys and digital performance. We've got you covered for brand development, creative coding, digital marketing, and more - growing alongside our clients and community.

Our team create change by empathising with your challenges and responding with inspiring solutions. We believe in doing good as well as doing good work, so are committed to social responsibility; from green hosting to local charities.

BRAND DEVELOPMENT 1

Logo design.

This is ideal for start-ups and small businesses that are at the beginning of their journey and gives you the basic elements you need to set up branded documents and social media accounts.

- An online questionnaire to help us gather helpful information
- A PDF presentation showing one logo concept, brand fonts and colours
- Two rounds of revisions (with any further amendments being discussed and costed for following this)
- One final logo design (supplied in chosen colours in JPG, PNG and EPS formats)
- Colour breakdowns for your brand palette (supplied as RGB, HEX and CMYK)
- Information on your brand fonts and where to download them if needed



BRAND DEVELOPMENT 2

Visual identity.

This option is for new businesses with a little more to invest and existing brands that need to rise above their competitors. You need more than just the basics and know the importance of a stretchy visual identity that works across print, digital and social.

- An initial call to get to know you and your business. Where you've been, where you are, where you're going
- An online questionnaire to help us gather helpful information and determine exactly what work you will need
- A PDF presentation that can be sent over email as well as presented in person if needed
- Moodboards showing inspirational ideas and aspirational brands
- Competitor research and brand analysis
- At least one visual concept for development
- Mockups of two relevant applications (e.g. business cards, vehicle livery, signage) (not including print-ready artwork)
- Three rounds of revisions (with any further amendments being discussed and costed for following this)
- A typographic system along with information on your brand fonts and where to download them if needed
- Colour breakdowns for your brand palette (supplied as RGB, HEX and CMYK)
- Your final logo suite, potentially including a wordmark and an icon/symbol (supplied in chosen colours in JPG, PNG and EPS formats)



BRAND DEVELOPMENT 3

Brand identity.

Branding is how people perceive your business in a world where they are overwhelmed with choice; they want to buy brands that have experiences, values, and stories. This would either suit a larger business that needs to improve on an existing brand or a new venture that wants to blow competitors out of the water. You want your brand to stand out online so need a strong personality behind the visuals that people can connect with, building long-term brand loyalty.

- A one-hour workshop with a member of our team to begin building the brand personality
- An in-person presentation to discuss our concepts and gather feedback (also sent as a PDF over email)
- Moodboards showing inspirational ideas and aspirational brands
- Competitor research and brand analysis
- At least two visual concepts for development
- Mockups of three relevant applications (e.g. business cards, vehicle livery, signage) (not including print-ready artwork)
- Four rounds of revisions (with any further amendments being discussed and costed for following this)
- A typographic system along with information on your brand fonts and where to download them if needed
- Colour breakdowns for your brand palette (supplied as RGB, HEX and CMYK)
- A graphic device that creates impactful visuals and adds depth to the brand (this could include a pattern, print, illustration style, etc)
- An icon suite relevant to your industry and digital needs
- Your final logo suite, potentially including a wordmark, an icon/symbol and combination marks (supplied in chosen colours in JPG, PNG and EPS formats)



BRAND ADD-ONS

A few extras.

Name development.

It's not always easy to come up with a name for your new business, so we can help develop an existing idea or concept from scratch. This includes three concepts with one revision.

Logo animation.

Any successful new business knows that you need to make an impact to capture the public's attention. This 4-6 second animated logo reveal can be used on social media and websites to do just that.

Brand cheatsheet.

A one-page reference document for smaller businesses, listing the basic information about their visual identity. Ideal for use by team members and non-designers.

Brand guidelines.

There's nothing worse than spending time and money on a new brand just for someone to go rogue with it. This PDF document gives you the peace of mind that any external or in-house use of your brand will be on-point. It includes logo usage, colour palettes, typography, graphic devices and examples of the brand in use.

Social media assets.

Once you have your new brand identity, we can create social media profile images and cover images to get you started online. This includes assets for Instagram, Facebook and Twitter with profile images including a suitable logo and cover images including a graphic device or image provided by you.

Stakeholder sessions.

Building a well-rounded identity that a business can get behind often involves a whole team. We hold discovery phase meetings with internal and external stakeholders to ensure we're gathering all the information we need to make information creative decisions. Then, we can discuss concepts and amendments with the team to make sure everyone is happy.



BRANDED ASSETS

Rollout.

There's no limit to what your brand can do. Here are a few of the most common requests:

- Business cards
- Letterheads
- Print/digital ads
- Roller banner/displays
- Brochures, leaflets, etc
- Vehicle livery
- These are for the design and supply of print-ready artwork and do not include print costs.

Packaging.

Good packaging design amplifies a brand's impact; it draws attention on the shelf, tells a story, and triggers a connection with customers. Unboxing a product moves from a dull task to a memorable experience that sparks sharing and loyalty. Whether you need a one-off box or a whole range of products, packaging design isn't just a wrapper – it's a brand's silent salesman, leaving a lasting impression.

Campaign creative.

We've helped clients launch brands, advertise new products and drive important messaging for years. It starts with understanding your goals, producing concepts for discussion and eventually designing the campaign deliverables - everything from impactful OOH to animated digital promotions and TV ads.

Environmental and exhibition.

We create immersive and engaging physical spaces, such as trade show booths, retail interiors, and business wayfinding signage. We combine visual aesthetics, branding, and spatial functionality to enhance visitor experiences, guide navigation, and communicate messages effectively within a given environment.

Motion and animation.

Our team can engage and educate your audience through something as small as a moving icon to something as big as an explainer video or product showreel. We can work with existing footage, gather suitable stock assets or create bespoke animations from scratch.

Web design.

This one needs its own PDF - ask one of our team for a copy.

