

INSPIRO RESTAURANT PACKAGES	MINI BRAND DEVELOPMENT* \$3,000	START UP PACKAGE \$6,000-\$7,500	RESTAURANT PACKAGE \$8,000-\$10,000	FRANCHISE PACKAGE** \$10,000-\$15,000	PLATINUM BRAND PACKAGE \$13,000-\$17,000
Brand Strategy Consultation	•	•	•	•	•
Brand Plan/Mood Boards	•	•	•	•	•
Logo Design	•	•	•	•	•
Brand Palette - Fonts, Colors & Graphics	•	•	•	•	•
Business Cards	•	•	•	•	•
Website Home Page Design* (2 pages)		•	•	•	•
Website - Navigation (4-6 additional pages)*			•	•	•
Take Out Menu		•	•	•	•
Menu or Menu Board (single menu)		•	•	•	•
Additional Menus (Drinks, Dessert, Kids)			•		•
Exterior Signage		•	•	•	•
Social Media - Facebook/Twitter Graphics*			•	•	•
Uniforms			•	•	•
To Go Packaging			•	•	•
Gift Card w/ Holder			•	•	•
Coming Soon/Now Open Banners			•		•
Way Finding Signage (order, pick up here)					•
Grand Opening Marketing Materials					•
Email Blast Template					•
Ad Templates (2 sizes)					•
Table Tents/Check Presenters (1)					•
Wall Graphics					•
Brand Standards Guide (4-6 pages)			•	•	•
Asset Collection Package			•	•	•
Franchise Brochure or Investor Book				•	
Project/Vendor Coordination		•	•	•	•

Prices are for budgeting purposes only, a quote will be written based on final needs assesment. *Mini package includes 3 logos + 2 rounds of revisions.

**Franchise package based on designs for multiple units of 3+ together. Fee ranges are based on quantity/detail of logos, rounds of revisions, brand strategy needs and complexity of full brand development package. Website programming, photography, copywriting, social media & pr can be outsourced by our partner vendors or we will work with yours. Packages do not include travel and can be quoted as needed.