

<b>INSPIRO RESTAURANT PACKAGES</b>	<b>START UP PACKAGE</b>	<b>RESTAURANT PACKAGE</b>	<b>FRANCHISE MAKEOVER PACKAGE</b>	<b>PLATINUM NEW BRAND PACKAGE</b>
Brand Strategy Consultation	4 hours	5 hours + Test	8 hours w/ Onsite Consult	8 hours + Test
Logo Design	3 Logo Designs + 2 rounds of revisions	4 Logo Designs + 3 rounds of revisions	3 Updated Logo Designs + 2 rounds of revisions	6 Logo Designs + 5 rounds of revisions
Brand Palette - Fonts, Colors & Graphics	•	•	•	•
Business Card Design	•	•	•	•
Website Home Page Design*	•	•	•	•
Website - Navigation (3 additional pages)*		•	•	•
Take Out Menu or Brochure	•	•	•	•
Menu or Menu Board	•	•	•	•
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 Template				•
Table Tents/Check Presenters (1)				•
Wall Graphics				•
Brand Standards Guide (4-5 pages)		•		•
Asset Collection Package		•	•	•
Franchise Bible Brand Standards (8-10 pages)			•	
Project/Vendor Coordination	•	•	•	•

Prices vary based on Custom Brand Start-Up Plan or “Do it Yourself” Brand Plan book options.

\* Website programming can be done by your programmer or ours (fee paid directly to our programmer based on their proposal)

Photography, copywriting, social media & pr can be outsourced by our partner vendors. Packages do not include long distance travel and can be quoted as needed.